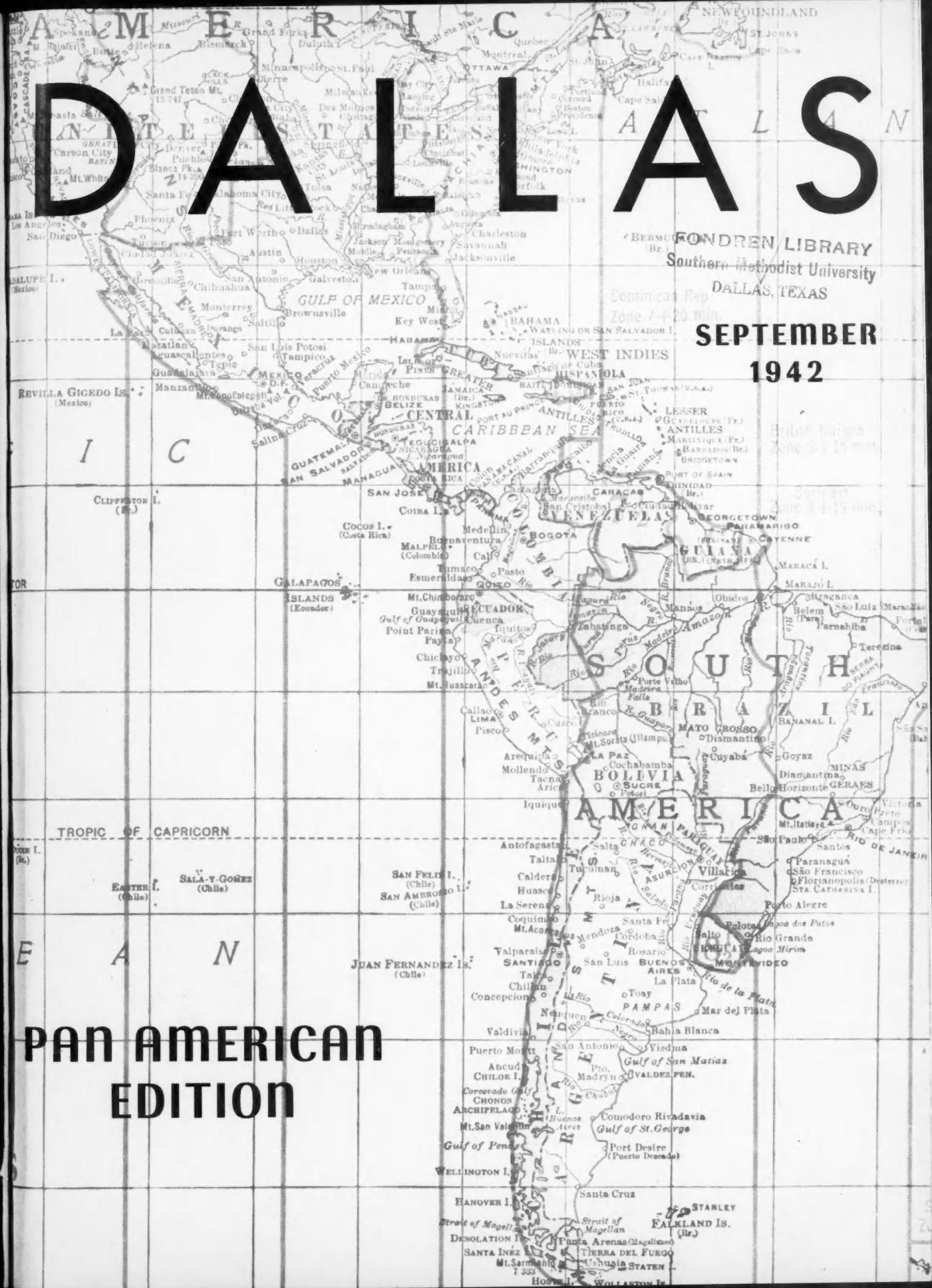


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(ADV.)

America Is On The March

POWER... and the War!

No. 4 IN A SERIES OF
SIX EDITORIALS BY
OUTSTANDING
DALLAS CIVIC LEADERS
ON
COOPERATION
IN THE
WAR EFFORT



JOHN W. CARPENTER



JOSEPH B. FLEMING
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NATHAN ADAMS
President
First National Bank in Dallas

Power is the essence of Victory because only with vast amounts of power can we outstrip the Axis nations in building the machines of war. Electricity is a form of power which this nation possesses in abundance—more than that of Germany, Italy and Japan combined. Today, electric power is just as much a part of a bomber or fighter plane as the aluminum in its wings... because without electric power none of the component parts could be made into the whole.

The electric power industry is the servant of the people and of the nation, now in a broader sense than

ever before. Especially in Texas and the great Southwest has this industry taken the challenge of war in its stride. Our rich region, which has undertaken a tremendous wartime burden, has met current needs and is forging new successes daily.

Primarily an agricultural region heretofore, we now have accommodated numerous gigantic war production plants that depend upon electricity to turn out weapons and materials for our armed forces... we have met the needs of the Army and the Navy for electric power for scores of big new installations on exceedingly short notices... and with all this the Texas power industry has continued to meet the increased demands for domestic electricity caused by the influx of war workers to war factories.

Typical of planning by electric utilities is the 30,000 kilowatt generator ordered by my company more than a year ago. By June of 1943, this turbo-generator, which will increase the capacity of our Trinidad Generating Station by one-third, will be sending additional power to war industries, army camps, and civilian enterprises throughout the territory we serve.

All this highly essential work of the electric power industry has been carried on without fanfare, in relative quiet, for this industry has been too busy for talking. We are devoting all our resources, all our facilities, and all our manpower to meet the war needs of this nation... and we shall continue to do so until Victory in this conflict is ours!

John W. Carpenter
President
Texas Power & Light Company



You'd GIVE These Boys YOUR SHIRT—



*- If You Thought
That Would Help!*

YES, you'd give the shirt off your back if that would help a man in distress. That's the American Way of doing things. We all give when there's a need for giving.

This year the need for neighborly giving has been greatly extended due to the horrors of war. Not only do our underprivileged neighbors right here in Dallas need help; our world neighbors—suffering civilians in Russia, England, Poland, Holland, Czechoslovakia and Greece—also need our aid.

This year's WAR CHEST will aid our own people through local relief agencies, as has been done in the past by the Community Chest. But it will also aid our world neighbors who are in distress. Too, it will support the U.S.O.—helping provide recreation for our fighting men in Dallas, in other U. S. areas and wherever they are throughout the world. So, you can make all your contributions to just one fund.



GIVE GENEROUSLY
to the **WAR CHEST!**

DALLAS POWER & LIGHT COMPANY

Electricity is Still Cheap in Dallas

D A L L A S

VOLUME 21

NUMBER 9

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

GORDON C. BROWN Editor
VELMA BOSWELL Business Manager
ED FLOYD Advertising Manager



Member Southwestern Association
of
Industrial Editors

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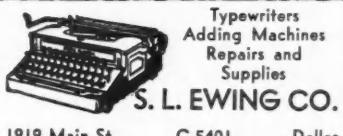
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FRANKLIN D. ROOSEVELT
President of United States

Dallas Looks To Latin America

LATIN AMERICA offers to the people of the United States, and of Dallas, a great opportunity and a great responsibility.

The opportunity and the responsibility go hand in hand, with the opportunity being dependent upon our readiness to realize and discharge our responsibility to Latin America.

That responsibility lies in our extending to the republics and peoples of Mexico, Central America, South America and the Caribbean Islands our sincere friendship supported by a practical assistance toward development and expansion of their resources, trade and standards of living.

Our reward for this is the broadening of our own trade and the acquisition of political and economic friendships.

After this war Latin America faces the prospect of development with great, rapid strides—much as America's own West and Southwest developed after the Civil War. Latin America, in order to do this, will require help. That help must come from the United States.

In this vast undertaking Dallas, too, must realize her opportunity and her responsibility. Latin America is at Dallas' very door. It begins with Mexico and extends for more than 6,000 miles, to Cape Horn. It is vast. It is rich in raw materials. It is the last "New World frontier," covering an area three times that of continental United States and has a waiting potential consumer market of 130,000,000 people.

Development of Latin America will be a colorful saga. It will be a new chapter in the story of civilization's march, written by courageous men with the vision and vigor necessary to transport them beyond the limitations of day-to-day "business as usual" in Dallas, Texas, U. S. A.



MR. PENLAND

With the help of American genius, Latin America's unbounded resources must be put to the use of man. Her jungles must be pushed back or carved out to speed the progress of civilization. Great rivers must be harnessed for power; railroads, highways, telegraph lines, schools and factories must be built. New ships must ply the seas, distributing the raw materials and finished products needed by the peoples of the Western Hemisphere. Huge planes must fly both passengers and freight from newly created airfields.

Dallas has the geographical advantage of being close to Latin America. The west coast of South America, for example, is nearer Dallas than it is our own West Coast. If Dallas is determined to extend her influence, she can become one of the most important northern terminals for trade between the United States and Latin America.

We must plan now for our future in Latin America.

But as we plan, we must make provisions to cause our trade with those countries to be reciprocal. We can't expect our relations with Latin America to endure unless there can be mutual benefit from two-way business transactions. We must seek the means of utilizing what Latin America now produces. We must help Latin America develop new commodities which we can use. We must establish in Latin America for our business concerns the same reputations for integrity and fair-dealing they enjoy in our own country.

A great, prosperous era looms for Columbus' New World. It is the era of friendship, co-operation and exchange between nations and peoples.

This is our opportunity and our responsibility.

J. M. PENLAND, *Past President,
Dallas Manufacturers and
Wholesalers Association.*

LATIN AMERICA OFFERS OPPORTUNITY FOR DALLAS

Business Concerns Here Must Prepare Now to Share in Vast Increase in Trade with Nations to South

By A. H. Bailey

THE twenty-one republics of the Western Hemisphere constitute one of the greatest economic areas of the earth. Despite this, however, the potential productivity of the Americas thus far has been only scratched.

By combining their resources and their energies in a vast program for their economic well-being, as they have done for their political safety, North America and South America can achieve a state of civilization and prosperity never before equalled in this world.

A. H. BAILEY

The Western Hemisphere is so vast and nature's gifts have been so generous and varied that it is entirely possible for the United States and the countries of Latin America to develop an exchange of commerce having minimum conflict with the domestic requirements of each.

This cannot be achieved, however, by the governments and peoples of these countries following the course of least resistance. They must strive for the conditions resulting in mutually profitable undertakings.

Initiative, like charity, might well begin at home. It would be wise for Dallas to appraise the situation and seek to determine how we may improve our trade with Latin America.

We must consider three all-important factors in any such effort:

1. We must produce the goods that Latin America needs. If Dallas does not produce those goods, no amount of wishing can develop our trade in that direction. It is therefore to our interest that our city's industry gear itself to the requirements of our neighbors to the

south. Our Chamber of Commerce, in bringing new industries to Dallas, should particularly encourage business concerns that can produce for the Latin American trade.

2. We must go after the business in Latin America. No matter how good a mousetrap you build, the man with one "almost as good" will get the business if he, instead of you, beats a path to the customer's door.

3. We must, in turn, utilize the commodities produced by Latin America.

Highly important now to the United States is the Latin American rubber industry, which may have opportunity for extensive development because of the war. Pictured is a native worker, tapping a rubber tree in tropical Haiti

—Pan-American Union Photo



DR. GETULIO VARGAS
President of Brazil

(Continued on Page 33)



DR. JUAN ANTONIO RÍOS
President of Chile

FOREIGN TRADE GROUP ORGANIZED IN 1939

Far-Sighted Business Leaders of Dallas

"Went After" More Latin American Business

IN October of 1939 the Dallas Manufacturers and Wholesalers Association Board of Directors was impressed with the need for promoting and encouraging good will from the Latin American countries. Through the co-operation of the United States Department of Commerce, the Mexican consul's office and a number of individual agencies, figures were gathered showing the potential business from Latin America against that which we were then getting. The comparison was so outstanding that the board passed a resolution that a Foreign Trade Department be established for systematic promotion of foreign trade in much the same manner that domestic trade was promoted.

The board appointed a Foreign Trade Committee consisting of Ray Nesbitt, chairman, and George F. Pierce, Hugo Schoellkopf, A. H. Bailey, and Lawrence Pollock, which met with the Dallas Chamber of Commerce board, which gave enthusiastic approval. We therefore contacted manufacturers who were interested in foreign trade, and formed the first



MR. PIERCE

By George F. Pierce
Past President, Dallas Manufacturers and Wholesalers Association

association, known as the "Dallas-North Texas Foreign Trade Association."

I will say that the untiring efforts of the above committee made possible the present foreign trade program and initiated the first step in the proper direction. These men gave untiringly of their time and money.

Later, the Chamber of Commerce furnished office space and provided a secretary for the department. In this manner every member of the Dallas Chamber of Commerce could receive the department's services, including translations and filling out of export papers. We have found that the department as it now stands functions to the advantage of both the foreign buyer and the merchants of the city of Dallas, including retailers, manufacturers and wholesalers.

Our first activity was to secure the names of 2,800 leading merchants, chambers of commerce and trade associations in Latin American countries. We circulated them with a personalized letter telling them of the activity of this newly formed department.

Immediately following this a magazine

of sixty-two pages was printed and mailed to this entire list. We included in this magazine a questionnaire asking information concerning their firms, and we received approximately 1,000 answers. Each one of these inquiries was followed up by the department, and the merchant was told whether or not the commodity he wished was available for him in Dallas.

The office now handles a limited amount of translations, has innumerable forms on hand for export purposes, is continually contacting the State Department in Washington, in order to secure visas and passports for merchants wishing to come to the Dallas market. After the merchant reaches Dallas, the department acts as intermediary between the manufacturer and visiting merchant.

In connection with foreign merchants visiting the market, the Dallas Manufacturers and Wholesalers Association pays the same railroad refund that they do to the retail merchants in the United States.

The department keeps an actual record, as far as possible, of visiting merchants, the amounts of their purchases and the commodities purchased and the company purchased from.

Not only do the manufacturers and wholesalers benefit by the Dallas-North Texas Foreign Trade Association, but before automobiles were frozen, six out of every ten visitors bought automobiles or trucks from local concerns, some of the merchants buying as high as five automobiles at a time.

The retail merchants have received an enormous amount of business from foreign visitors, whose purchases in the retail stores are increasing constantly.

In addition to obtaining purchases from the Latin American people in Dallas, this department has consummated many contacts whereby Mexican merchants are selling their merchandise into the United States.

Some of the commodities purchased here by these foreign buyers are toothpicks, straight pins, hair pins, ready-to-

(Continued on Page 36)



The Dallas Chamber of Commerce in 1937 sponsored a goodwill tour whose itinerary included most of the larger cities and points of interest in Mexico. Several members of the trip are shown with Mexican greeters in the exotic city of Cuernavaca. At the left is L. B. Denning, who was president of the Chamber in 1937. Third and fourth from left are J. Ben Critz, vice-president and general manager, and Mrs. Critz. Standing back of Mrs. Critz is C. R. Stewart, one of many Dallas businessmen who were on the tour.

SOUTHWEST TRADE WITH LATIN AMERICA GROWS

Third of This Region's Foreign Business Is Done With
Countries to South; Big Increase Predicted



DR. MANUEL PRADO
President of Peru

THE Southwest has the oldest established economic relations with Latin America of any region of the United States. Bound now by geographic, cultural and economic ties, most of the region was once a political part of Spanish America. These cultural and economic ties of the Southwest with Latin America accord it a unique place among the other regions of our country which trade with the republics south of the Rio Grande.

It was the Southwest which established the first regular commercial relations with any of the newly formed republics, following the gaining of their independence from Spain. In 1821 was begun the flourishing trade over the Santa Fe Trail, an event which marked the beginnings of an ever-increasing exchange, both by land and water routes, between the Southwest and Latin America.

In 1940 merchandise worth \$90,633,000 from the twenty Latin American republics entered the United States through the principal ports of the Southwest and there passed outward through those ports exports valued at \$124,360,000. These amounts represented 14.6 per cent and 17.1 per cent, respectively, of the total imports and exports of the United States trade with the other American republics. The Southwest accounted for over 15 per cent of the total United States trade with Latin America in 1940.

The proportion of the Southwest's trade with the Latin American republics to the total foreign trade of the Southwest amounted to 33 per cent in 1940. In that year there passed through the three sea ports of New Orleans, Galveston and Sabine (Port Arthur) and the two rail ports of Laredo and El Paso imported goods worth \$141,987,000 and exports of a total value of \$513,435,000.

By Richard A. Godfrey
U. S. Department of Commerce,*
Washington, D. C.

Of these totals, 63.8 per cent of the imports came from Latin America, while 24.2 per cent of the exports were destined for that area. Thus, not only does the Southwest have a sizeable share of the total United States commerce with Latin America, but the trade forms an important part of the foreign commercial interchange of the region.

Of the total world trade of the United States in 1940, U. S. trade with Latin America accounted for 23.6 per cent of our imports and 18.1 per cent of our exports, or 20.5 per cent of our total trade. In comparing the proportion of the trade with Latin America to the total trade in 1940, the Southwest did a third of its trading with the twenty southern republics while the proportion for the United States as a whole was only a fifth. When the trade figures for the present period are made known, we will discover that even the 1940 proportion of the Southwest's commerce with our neighbors to the south has been surpassed.

Our major job today is one of transportation and in our vital trade with Latin America the Southwest possesses many unique advantages. The water lanes leading into the Gulf ports from the southern countries are both shorter and more secure — factors of immense importance in these difficult days. Here also may the great fleet of small motor and sailing vessels operate most effectively. Indeed, the Southwest is in a highly favored position for participating in our increasing economic relations with Latin America.

Equally important and unique are the land connections of the Southwest with Mexico. A vast proportion of our trade with Mexico is now passing through the rail ports along our common border. Not only is most of our trade with—and our war materials from—Mexico being thus assured delivery, safe from the

depredations of Axis subs, but the same is true of a great deal of our trade with Central America which is also flowing along this secure route. This flow of trade to and from our nearer neighbors will be greatly accelerated upon the completion of the bridge over the Suchiate River, thus joining the Mexican and Guatemalan railway systems.

The Southwest is of growing importance as a consumer market, as indicated by the fact that in the 1940 census the states of Texas and Louisiana both registered more than a 10 per cent increase in population since 1930. This means corresponding increases in consumer imports, such as coffee and sugar from Latin America.

The industrial expansion of the Southwest is of particular importance in the trade with Latin America, since the Southwest may thus secure a larger share of the export market for manufactured products. There will also be increases in the importations of raw materials from Latin America. For instance, in 1940 the trade of the Southwest with Bolivia was insignificant. But since establishment in 1941 of the Tin Processing Corporation in Texas and with the growing importation of tin ore from Bolivia, that trade has become important not only to Texas but to our whole war effort.

Certainly not as spectacular, but nevertheless indicative of the possibilities of the trade of this region with our southern neighbors, was the purchase in Dallas a few weeks ago of furniture for the Mexican presidential mansion.

In the future Latin American buyers may come to our Southwest markets for any number of manufactures — from toothbrushes to multi-motored cargo planes.

Not only has the Southwest the oldest established trade with Latin America, but it also has a most promising future. Present developments, although receiving their impetus from the war effort, serve to reveal real possibilities.

*Editor's Note—This outstanding article on the Southwest's trade with Latin America was written especially for DALLAS by Richard A. Godfrey, of the United States Department of Commerce, Washington, D. C., through the courtesy of Carl F. Baker, manager of the department's regional headquarters in Dallas.



GEN. ALFREDO BALDOMIR
President of Uruguay

LATIN AMERICA OFFERS DELIGHTS FOR TOURISTS

Countries to Our South Have Many Attractions; U. S. Travel in That Direction Now Indicated

By Lloyd W. Klingman

Chairman, Tourist Committee, Dallas Chamber of Commerce

A FAR-SIGHTED professor recently made a recommendation before a board of education in the East that every child in the elementary schools should be given a thorough course and understanding of geography as it would only be a short time until the youngsters of today would be as familiar with Haifa, Smolenske and Osaka as we are today familiar with San Francisco, Chicago and New York.

There seems to be little question that the full import of the current events will have far-reaching effect upon the extension of our horizons in foreign lands. The radio and the super plane have made distances meaningless.

It is a peculiar circumstance that thousands of our citizens in America are more familiar with Montreux, Milan, Nice and Barcelona than they are with Monterrey, Caracas or Rio de Janeiro. Our neighbors to the south have many more interesting sights and certainly more modern glamour than the countries across the ocean. As good neighbors, we should know that the cities and businesses of the Latin republics have much to interest us both as tourists and businessmen.

There is little doubt that the trend has already been established, and that in the years to come, the United States and our friendly neighbors to the south will enjoy a relationship that will extend into the future with increasing value to everyone.

Our Latin neighbors, Mexico, Guatemala, Venezuela, Chile, Brazil, Argentina and the rest have much in valuable raw materials and manufactured articles



MR. KLINGMAN

that we in America may profitably purchase. Each country has some invigorating and unusual sights that would interest any traveler, irrespective of his previous itineraries.

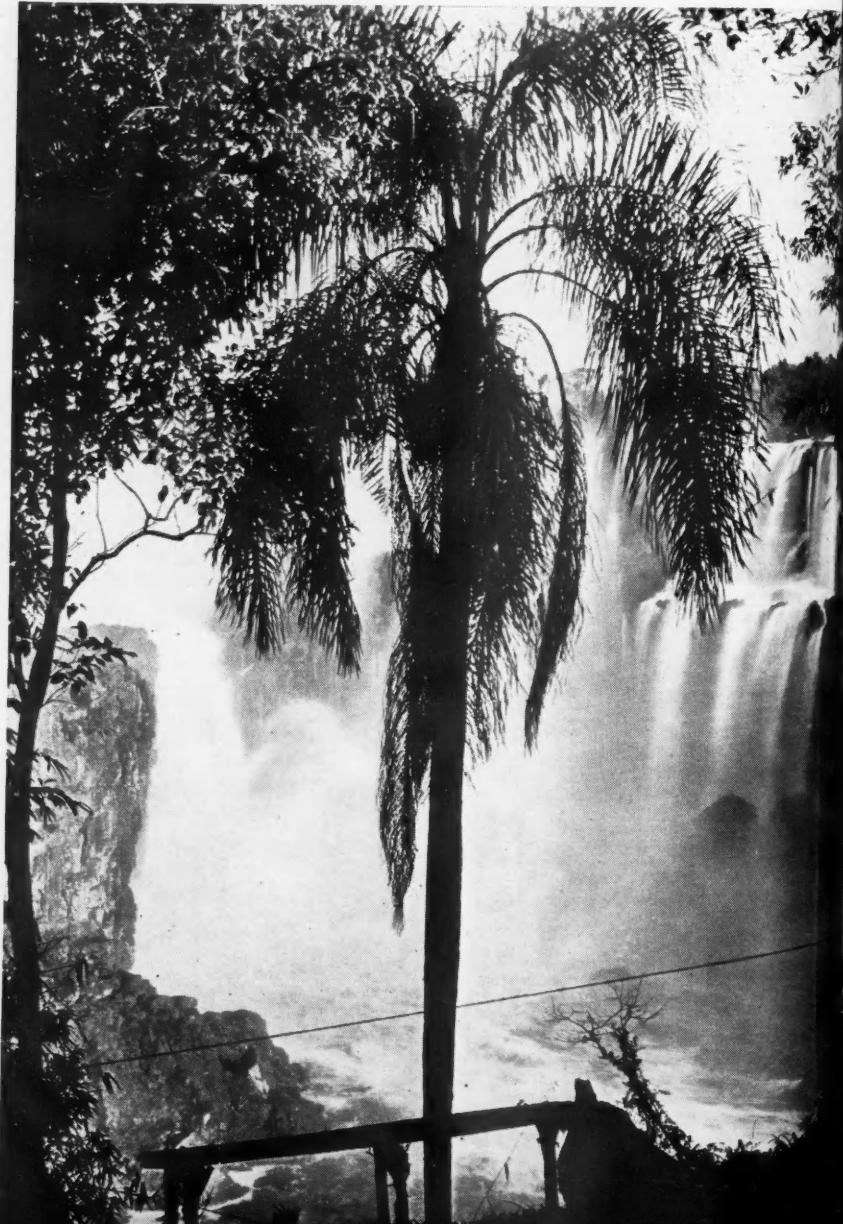
Perhaps, in the past, travel has been

Scene of breath-taking beauty and grandeur is Iquazu Falls, in Argentina. All of Latin America offers hundreds of beautiful scenes, ranging from the tropical to the frigid in setting, and from seashore to the lofty Andes.

—Pan-American Airways

difficult, accommodations not of the best and discomforts frequent. Today, all this has been changed, and today the Latin American countries have as many modern facilities available to the American

(Continued on Page 32)



PAN-AMERICAN SHOW'S INFLUENCE STILL FELT

Exposition, Held in Dallas in 1937, Pays Dividends in Friendship Between U. S. and Southern Neighbors

SINCE 1937, when the Greater Texas and Pan-American Exposition was held here, the people of Dallas have been in the forefront among Americans in appreciation and understanding of the Latin American countries which, with the United States, comprise Pan America.

The Pan-American Exposition was responsible, in no small degree, for establishing international friendships both for individuals and nations. Now that our country is at war, we are reaping some of the benefits of those friendships.

That this is true may be shown with the example of the National Marimba Band of Guatemala, which appeared at the exposition from its beginning to its very end. This outstanding and able musical organization loved Dallas before it returned to its native land at the conclusion of its 142-day engagement. And Dallas and the thousands upon thousands of Texans and out-of-state exposition visitors loved the Guatemala



MR. FLORENCE

By Fred F. Florence
President, Pan-American Exposition

Marimba Band—so much that when the band received orders to return home because of its official appropriation having been exhausted, Dallas found part-time jobs for the musicians for the remainder of the exposition.

Can there be any doubt that the United States bears the goodwill of many Guatemalans, as the result of the direct influence of these musicians, whose own friendship for the United States arises from the hospitality they received at Dallas' Pan-American Exposition?

Similarly, can there be any doubt that the 2,297,806 persons who attended the exposition, from its opening date on June 12 through its final curtain on October 31, derived a better understanding of Latin America and the "Good Neighbor" policy?

Seven Latin American countries—Mexico, Nicaragua, Costa Rica, Panama, Venezuela, Peru and Guatemala—were represented with official exhibits at the exposition. The other thirteen countries of Latin America sought to participate officially, but because of lack of time were unable to assemble and transport

Flags of the twenty-one nations of Pan-America were flown daily at the Greater Texas and Pan-American Exposition, held in Dallas from June 12 to October 31, 1937. The exposition is credited with having substantially aided friendship between the United States and the countries of Latin America



DR. CARLOS A. ARROYO DEL RIO
President of Ecuador

their exhibits for the Pan-American Exposition.

All who attended will remember the Pan-American Exposition as a gay and colorful spectacle which provided entertainment on a grand, exotic scale, in a setting which derived its inspiration from tropical America. Lush, green flora of the equator was transplanted to 187-acre Fair Park, and exposition buildings took their design from the civilizations of the Inca, Maya, Toltec and Aztec, and into this was tossed a dash of the modern.

The stirring "Cavalcade of the Americas" unfolded its drama of New World civilization and fight for freedom to an outdoor audience which came night after night to aggregate a figure in the tens of thousands.

The Pan-American Casino show also attracted thousands and thousands who thrilled to the elaborate Latin American production numbers, including the pulsating "Bolero."

Other thousands sat enraptured as the National Tipica Orchestra of Mexico gave one successful concert after another, as this organization's entertainers presented the quaint dances of our sister republic across the Rio Grande.

Not only was the exposition outstanding in entertainment. Its educational features and its Pan-American Games, held in July and August, attracted many thousands.

Sports fans cheered the friendly rivalry of international teams which participated in the games, which were attended by Dr. Oswaldo Aranha, ambassador to the United States from Brazil, who, however, was only one of many distinguished Latin American officials who saluted the exposition by their attendance. It will be recalled that Ambassador Aranha has been the staunch ally of our own Secretary of State Cordell Hull in policies relating to Pan America.

School children, as well as adults, came from neighboring states to view

(Continued on Page 31)



GEN. MANUEL AVILA CAMACHO
President of Mexico



MR. PEREZ ABREU

ALTHOUGH it is generally known by now, I deem it of interest to begin by bringing to the attention of the readers the fact that within forty-eight hours after the attack on Pearl Harbor, Mexico broke relations with the Japanese and after that with the Nazi regime, and later on declared war on both and Italy also, because these three powers had failed to answer the protests duly filed by Mexico, in accordance with international law, for the sinking of ships of her Merchant Marine Service.

Since the time of the declaration of war by Mexico, we have suspended many of the individual rights granted by articles of our Constitution, but without losing from sight the democratic ideology and consideration to the human values.

Ex-President General Cardenas has been appointed commander in chief of the Pacific and has been working harmoniously with the United States Pacific Coast Army Command. Ex-President General Abelardo Rodriguez has been appointed commander in chief of the Gulf Coast, and many other steps have been taken to protect the interests of the country and the people, as well as for the cooperation with our good neighbors.

Mexico and the United States daily show signs of closer and closer cooperation in all aspects of life, whether it be development of agriculture, the cultivation of rubber, the exchange of materials needed, or the arrest of enemies and the restriction of activities of subjects of enemy countries.

Not only in the schools and labor organizations is there a great movement for the voluntary militarization of

MEXICO COOPERATES WITH U. S. IN WAR

By Luis Perez Abreu
Mexican Consul in Dallas

the people, but the results obtained by senators who are visiting the different states in order to bring to the inhabitants the facts of the present moment and stimulate their patriotic feelings, show that they are reacting—strongly in support of their government in the defense plans of the country, and soon there will be many thousands trained to use the arms of defense.

I believe that the people of Mexico, once their position in the world conflict is explained to them, will realize that the freedom and liberties given to them at great sacrifice by their ancestors, are something worth while fight-

ing for, and by checking on a little of the history of the country it will be found that Padre Miguel Hidalgo must have convinced himself of the meaning of oppression before he urged his people the night of September 15, 1810, to arm themselves and help in the struggle of liberation. And by going a little further into the history of Mexico, we find another inspiration in the person of our Benito Juarez, whose ideology inspired the people at the time that the conspirators tried to impose on Mexico the monarchical form of government headed by Maximilian.

KNOWLEDGE OF SPANISH INCREASING IN VALUE

By Felix Garcia
Instructor in Spanish, Dallas Public Evening Schools

ANUMBER of Dallas business concerns dealing with Spanish-speaking people in the countries south of us find it profitable, both financially and by way of goodwill, to write their correspondence in Spanish to present and prospective customers in those countries.

Whether able or not to speak and understand English, citizens from these Republics, chiefly from Mexico, visit Dallas from time to time. They often make important purchases and always buy something during their visits.

When addressed in Spanish by any Dallasite on the street, in the wholesale or retail establishments, in the lobby or dining room of hotels or in the Cham-



MR. GARCIA

ber of Commerce, the southern neighbor rewards his new friend with eloquent expressions of gratitude embodied in a torrent of liquid Spanish accompanied by emphatic motions of the head, hands and body and a radiant smile that spells genuine understanding. An invitation to be the visitor's guest in the latter's home and country is always included.

"Why does not someone tell us in Mexico of this Dallas hospitality," was the emotional remark of the editor of a leading Mexico City daily, being entertained by the president and principal officers of a Dallas newspaper. From the moment of these new friendships, the visitor nurses a greater love for Dallas and Texas.

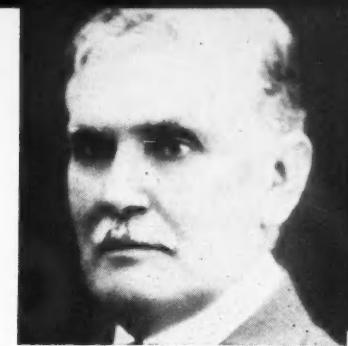
The current state of war has added a new purpose for the need of Spanish. In certain branches of the United States armed forces, knowledge of Spanish by applicants otherwise qualified is an asset in securing a commission.

Important reasons have been ad-

(Continued on Page 30)

MIGHTY HIGHWAY TO LINK ALASKA AND CAPE HORN

Dallas, Near Halfway Mark, to Derive Tremendous Benefits
From 10,000-Mile Road Through Americas



DR. RAMON S. CASTILLO
President of Argentina

By W. B. Marsh

Chairman, Highway Committee, Dallas Chamber of Commerce

SOME day, after the war, it will be possible for a resident of Nome, in northwest Alaska, to step into his automobile and drive over a smooth, well-paved highway to the southernmost extremity of South America.

This day, of course, is some distance in the future, because the great Pan-American Highway, like Rome, isn't built in a day. But tremendous progress toward this objective has been accomplished even in the past few years. Already this year the

United States government has projected plans for a highway linking this country with its Alaskan possession, through Canada, and only a few weeks ago announced that arrangements with six Central American republics had been made so that unfinished sections of the route between Guatemala and the Panama Canal Zone could be rushed to completion.

Both of these undertakings are, for the present, measures designed to speed our war program. Consequently, the new highway links will be constructed with the view to quickly providing a means of transportation. The new roads will be crude, but serviceable, for the emergency.

But when the war is over, doubtless these links will be improved to form permanent units in an ever-lengthening Pan-American Highway into which traffic from the transportation systems of two continents will flow.

Although plans for extension of the highway into the far reaches of the South American continent are still nebulous, completion of the Central American sections will form the juncture with

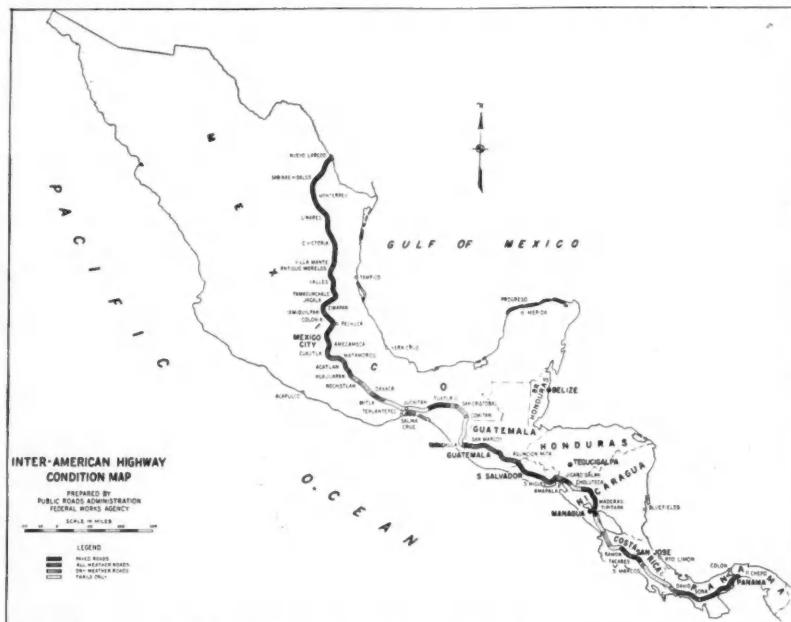
roads in Colombia, where begins a highway, all-weather for most of its length, which extends down the west coast to Valparaiso, Chile, and then cuts across the continent to Buenos Aires and Montevideo, and then up along the Atlantic

its course, beginning at Nome, would proceed almost through the heart of Alaska, and then down along the inside of the Canadian Rockies to connect somewhere in Alberta Province with an

(Continued on Page 31)



MR. MARSH



side to Rio de Janeiro.

Benefits of such an Alaska-South America highway to all of the cities and regions along its route are incalculable. Dallas has derived immeasurable gain from being on the Pan-American Highway as it is today. Extension of the highway to the extremes of both continents of the Western Hemisphere should eventually result in a tremendous strengthening of this city's position for intra-American as well as foreign trade and as a crossroads for tourists both to and from the countries of Latin America.

Dallas, located some 4,500 miles along the course of the route from Nome, would be slightly short of the half-way mark.

Length of the entire highway would be in excess of 10,000 miles. Since it would also serve as a military highway,





COL. FULGENCIO BATISTA
President of Cuba



ALFONSO LOPEZ
President of Colombia

Dallas, Mexico City Grid Teams to Play

International Sports Events, Past and Future, Cementing Relations With Neighbor Nations

ONE of the most concrete examples of the goodwill and friendship existing between Dallas and the countries of Latin America is found in the increased interest being shown, both here and in Mexico, in the promotion of sports events between teams of the two countries.

Two football games, one to be played in Dallas and the other in Mexico City, have been arranged for this fall and winter. The first, scheduled for October 17 in Dallas, will bring together the football team of Mexico City's National Polytechnical Institute



MR. HITZELBERGER

By W. H. (Bill) Hitzelberger

Chairman, Athletic Committee, Dallas Chamber of Commerce

and the Dallas Technical High School eleven. The Mexico City contest is dated for December 26, when a selected all-city team from the Dallas high schools is to play an all-star team from Mexico City's five high schools.

Mounting interest in these international contests probably will result in large delegations of fans accompanying each of the visiting teams to the scenes of the gridiron battles. Several high officials of the Mexican government are planning to come to Dallas for the October 17 game. In order that we may properly mark this occasion, R. L. Thomas has been named chairman of a

Chamber of Commerce committee to plan celebration of a Pan-American Day here on that date.

On the other hand, officials of the Mexican government's department of education, which proposed the football games, have assured us of a hospitable welcome on the visit of our team to their capital. Consequently, efforts will be made to have a large delegation of Dallas fans accompany our team to Mexico City and to make the trip a good-will demonstration as well.

P. C. Cobb, director of high school athletics, is working out details of the games in correspondence with Mexican educators, who have advised that President Manuel Avila Camacho is so interested in the Mexico City game that he is

(Continued on Page 30)

These six pretty señoritas are the starting team of Mexico's National Polytechnical Institute basketball squad, which played an exhibition game in Dallas last winter. The "Politas" toured the United States and also played in Canada. They displayed a high quality of basketball, as did the "Pinas," another Mexican girls' basketball team which played here last winter

Dallas News Photo



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Dedication Planned for Little Mexico Village

Ceremony Set for Mexican Independence Day, September 16, for Latin American Housing Project

STANDING high on a breeze-swept hill near the heart of downtown Dallas, Little Mexico Village, the public housing project for low-income Latin American families, has been characterized by many civic leaders as a symbol of goodwill and better understanding between the United States and her neighbor to the south.

Now virtually complete, the project will be dedicated on September 16—appropriately, Mexico's Independence Day. Several officials of the Mexican government are expected to participate, as are officials of the United States government's Federal Public Housing Administration.

The Dallas Housing Authority, with the cooperation of the municipal government and the Mexican consul, has created in Little Mexico Village what it believes will be a lasting monument to Pan-Americanism. The Village will be a constant reminder that our citizens are

A family of Mexican descent is pictured, preparatory to examining its prospective home in Little Mexico Village, federal housing project in Dallas which will be dedicated on September 16, Mexican Independence Day. The project, offering clean, healthful housing to Latin Americans at reasonable rental, is now virtually completed.

By James L. Stephenson
Executive Director, Dallas Housing Authority

interested in the welfare of citizens of Latin American descent.

The Village, contrary to the belief of many persons, is not for just any family. To be eligible a family must be living in a sub-standard dwelling and its income must not exceed the limits set forth in Federal statutes.

Located on Hines Boulevard, Little Mexico Village occupies a thirteen-acre site in the Tower Hill district, adjacent to Pike Park, a municipal playground dedicated to the exclusive use of Latin Americans. The Village is close to schools, and it has excellent transportation facilities.

There is a large playground and also there are smaller play areas for younger children. The entire project is being landscaped, and the residents will have the opportunity to plant the colorful flowers they love so well.

Spreading out from the community building are walks and drives leading to the 102 dwelling units. These are in



GEN. JORGE UBICO
President of Guatemala

GEN. ENRIQUE PENARANDA
President of Bolivia

two-story brick and concrete structures which have been designed to furnish the utmost in comfort along with the greatest safety from fire hazards.

Each dwelling unit has its own front and rear private entrances. Each has a living room and kitchen on the first floor, with bath and from one to four bedrooms on the second floor.

Kitchens are equipped with ranges, mechanical refrigerators, hot water heaters and double sinks. Space heaters are furnished to heat the entire units.

Cross-ventilation assures the tenants of adequate ventilation, and large windows have been provided to obtain the maximum of sunshine, light and fresh air.

The community building contains an auditorium, which may be used by the entire Latin American community, clinic space, a model kitchen and office space.

The rental, which is less than \$16 per month for the largest unit, including utilities, has been set as low as possible in order to reach the largest number of families now living in sub-standard dwellings.

The buildings have been designed to give trouble-free service over a long period of years with the minimum of maintenance.

Little Mexico Village has attracted high praise from Mayor J. Woodall Rodgers, Mexican Consul Luis Perez Abreu and from other civic leaders.

"There is no doubt that the Little Mexico housing project will be a monument to the good neighbor policy with its many ramifications of mutual benefit that should strengthen the ties that exist now between our nations, thanks to the foresight of our presidents, and be an inspiration to the future generations," Consul Perez Abreu said.

Mayor Rodgers also praised the cooperation which made the housing project possible.

"The accomplishment of the Little Mexico housing project shows the co-

(Continued on Page 29)





RICARDO A. DE LA GUARDIA
President of Panama

GEN. MAXIMILANO HERNANDEZ MARTINEZ
President of El Salvador

Dallas Consular Corps Promotes Pan America

**Friendship Between Nations of Western Hemisphere
Strengthened by Membership of Colorful Group**

THE Dallas Consular Corps was little heard of until the Pan American Exposition of 1937. In the early thirties Mexico, Panama and Guatemala were represented in Dallas with consular officials; however, as preparation for the Pan-American Exposition got under way and we and our southern neighbors came to a greater realization of the value of consular representation in Dallas, the corps began to grow. Nicaragua, El Salvador, Colombia, Peru, and later Brazil, Costa Rica and Argentina added consuls to the group.

These men as individuals and as a group have done much to improve our knowledge of the other Americas and the other Americans. They have appeared collectively and as representatives of the respective countries on many occasions, not only during the Pan-American Exposition but frequently since that eventful year.

In the interest of improving relations between this section of the country and the other Americas, the consular group formally organized and elected a dean.

Members of the Dallas Consular Corps are pictured at one of their periodical luncheons. From left to right, they are Carrell D. Paul, inspector, U. S. Immigration Service, now a major in the U. S. Army; Ballard Y. Burgher, vice consul for Guatemala; William Kirby St. Claire, consul general for Nicaragua, now a captain in the U. S. Army; Roberto Scaricabarozzi, consul for Argentina; Charles S. Barry, vice consul for Brazil; Luis Perez Abreu, consul for Mexico and dean of the corps; Richard Johnson, regional business consultant, U. S. Department of Commerce; J. Kirby McDonough, consul for Brazil; Harold M. Young, secretary of the corps; Nelson M. Williams, deputy collector, U. S. Customs Office

By Harold M. Young
Secretary, Dallas Consular Corps

The first was Adolfo G. Dominguez, then consul for Mexico in Dallas. When Mr. Dominguez was transferred to Detroit, William Kirby St. Claire, consul general of Nicaragua, carried on the responsibilities of leadership of the group for two years.

The present dean, Luis Perez Abreu, consul for Mexico, is greatly responsible for the present constitution and by-laws of the corps. This instrument's purpose clause might be of interest, and it is therefore quoted:

To further cultural relations;

To work toward attainment of a better mutual comprehension of one another's ways;

To cooperate in such a way as to provide that underlying basic understanding and community of interest and effort essential to continuing an effective cooperation among our respective nations;

To strive to cooperate with each other,

to understand each other, to the end that the channels of travel, trade and information be kept open.

To subscribe to the belief that where an effective understanding has developed between people of different nations, each will better comprehend the position of the other and necessary adjustments and solutions will be facilitated.

This purpose clause and the instrument of which it is a part were drawn up by a committee composed of Mr. Perez Abreu, J. Kirby McDonough, consul for Brazil, and Harold M. Young, secretary of the corps.

This "charter" under which the group is now organized was adopted at the luncheon given in honor of Roberto Scaricabarozzi, consul for Argentina and the newest member of the group.

The war has changed the complexion of the group somewhat. Robert Burgher, who has consular appointments from Panama and Guatemala, is now serving the United States as assistant naval attache, with rank of Lieutenant Commander of the United States Navy, at Buenos Aires, Argentina. William Kirby St. Claire is serving the United States as a captain in the Air Corps. J. Kirby McDonough, consul for Brazil, is president and general manager of The Murray Company, which is engaged in handling important war contracts. Charles S. Barry, vice consul for Brazil, is also active in The Murray Company's ordnance department, while Harold M. Young, formerly with the Dallas office of the U. S. Department of Commerce, is serving as priorities director of The Murray Company. Roland Roggenbroad, who served as consul for El Salvador, is now engaged in the marketing and distribution of cotton in Arkansas. Peter Molyneaux gave up his post as consul for Peru, due to the demands upon his time as a publisher and speaker. Alfred O. Andersson resigned as consul for Colombia when he returned to the publishing field.

Ballard Y. Burgher, vice consul for

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DALLAS

Students and Teachers Aid Neighbor Policy

Many Members of Dallas Faculties and Student Bodies Study in Latin America; Latins Attend Schools Here



GEN. HIGINIO MORINIGO
President of Paraguay

GEN. TIBURCIO CARIAS ANDINO
President of Honduras

THE cultural influence of Dallas and its territory is so great and so varied that the city is truly justified in having pride in its achievements. Through its educational, religious and commercial efforts it has come in contact, not only with Latin-America, but even with the four quarters of the world. Citizens from its colleges, seminaries and business life have studied, taught, built or traveled everywhere. We have sent skilled geologists to the oil fields of South America, experts in the packing business to Argentina, teachers to Central America, a diplomat to Turkey and many preachers and teacher to foreign fields.

A few names in this connection will serve to show the far-flung lines of our endeavors. The late Dr. John O. McReynolds was known by all the great doctors of Latin-America. C. F. Lincoln, of the Theological Seminary, preached for fifteen years in Central America. Miss Clarabel Jeffers, now of the Mexican Center here, worked in Mexico; Mrs. Olivia Davis gives inspirational addresses to the women's missionary societies of Mexican churches.

A unique educational enterprise is a college in Porto Alegre, Brazil, of which Earl Moreland, S. M. U., was the president for many years. For this and other reasons, the school was adopted by S. M. U. students, who have long contributed an average of \$1,500 per year for its support. This has become a tradition, and the school is known as "Little S. M. U." Dallas is well known in Porto Alegre. Students come here from there, and one of them taught Portuguese last year in one of our evening schools.

North Texas State Teachers College for Women, of Denton, is fostering a summer school in Saltillo, Mexico, which

By Dr. S. A. Myatt

Head, Spanish Department, S. M. U.
bids fair to be a notable contribution to Spanish studies. This intimate association of the two neighboring nationalities is an inspiration to both.

Our students and teachers attend universities in many countries. Miss Johnny Allison has, for several summers, been an assistant registrar in the summer school of the University of Mexico; one gentleman has a degree from the University of Havana; many visit countries to the south every summer.

Miss Fletcher Ryan Wickham, of Forest Avenue High School, was the moving spirit in establishing a summer school for Americans in Costa Rica. The school was a success, and will be continued after the war. The results of this and other tendencies were astounding. The government paid the fare of fifteen students to the United States, and, in general, there is an extremely friendly feeling in all the republics.

Miss Wickham also conducted a touring party for teachers through the Central American Republics. Everywhere they were received with the greatest

Dr. Rafael Calderon Guardia is president of Costa Rica, where Dallas teacher was instrumental in establishing summer school for Americans.



courtesy. They were given flowers, programs and receptions in each place visited. The President of Honduras offered one of his official cars, and greeted each visitor personally. There could not have been a finer exhibition of international goodwill.

Many students are coming to this country, several being in the Southwest. Furthermore, they are making a good record. One young man, Pedro Rodriguez, of Mexico, was one of the two who had the best grades in his freshman year; Mr. Gomez, of Mexico City, a fine student, was also voted to be one of the six handsomest boys; Victor Cano, of Lima, Peru, wrote an excellent thesis; Miss Maria Christina Dittel, of Costa Rica, now here, is beloved because of her fine character and intellect; all the Brazilian students have done well; Miss Vargas, now in Denton, is a remarkable songstress.

It would not be just to omit from this article the names of three local students. Miss Belén Ortega is a brilliant young woman whose voice has been heard over national broadcasting systems. Miss Aurora Rodriguez, a popular student, graduated with high grades. Her brother, Elias, was president of the student body of Dallas Technical High School, and won the achievement medal in his senior year at S. M. U.

In turn, they are inviting our students to visit their universities. Ten Americans were in a recent summer school in Chile, more in a Peruvian university, and always large numbers in Mexico's summer sessions.

Our Latin friends are worth cultivating, not only for commercial ends, but also for their fine spirit and culture. In proportion to its population, Dallas has contributed much to the Good Neighbor Policy.



GEN. ISAIAS MEDINA
President of Venezuela

GEN. ANASTASIO SOMOZA
President of Nicaragua

Dallas Becomes Hub Of Mexico Air Route

American Airlines, Inc., to Inaugurate Service September 5 on International Airways System

DALLAS will become the hub in the country's greatest transcontinental and international airway system Saturday, September 5, with inauguration of American Airlines' Mexican route, which will afford through-service to Mexico City from Canada and from the East and West Coast.

To most persons, inauguration of this route by American means increased efficiency in the execution of our war effort and heightened efficiency in international civilian travel.

But to a group of twenty citizens of the Republic of Mexico, the new Mexican route means all of this—and a great deal more.

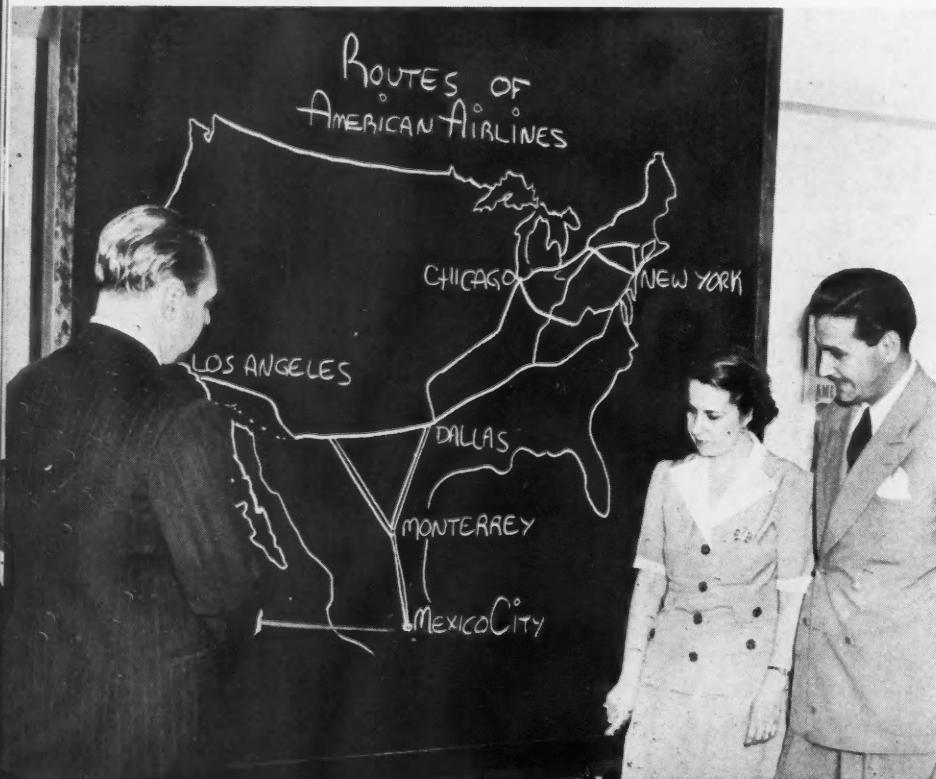
This group of Mexican citizens has been shown some small part of the hundreds of working hours that hundreds of persons have spent in planning and executing the intricate details which

By Jack A. Tompkins
*Southern Regional Traffic Manager,
American Airlines, Inc.*

precede inauguration of such an operation.

For six weeks these natives from the land south of the border, nineteen men and one young woman, have been sitting in a large room in the Municipal Airport at Love Field, facing a giant blackboard marked with a maze of symbols and diagrams. On the walls were graphs, charts and maps interspersed with color prints of Flagships on the ground and in the air. At the back of the room was a motion picture machine; at the sides, long tables piled high with forms, hundreds and hundreds of them. Daily the faces of the twenty students bore expressions of complete concentration.

Senora Rosa B. McDonald and Elias Gonzales look absorbed as American Airlines instructor Irwin A. Williams points to Mexico City, termination point for American Airlines' Mexican route which will be inaugurated September 5. The new route will offer through service from Canada and the East and West Coasts to Mexico City, with Dallas becoming the hub in the international airway



This room was, of course, a school room and the students were being trained as candidates for employment with American Airlines de Mexico, S. A.

From 9 o'clock in the morning until 4:00 in the afternoon, these students, who are mostly from Monterrey and Mexico City, were taught the complicated procedures of commercial airline operation. Those who have completed the course satisfactorily are being considered for employment on American Airlines' Mexican route as ticket, operations, reservation agents and office workers.

These students were chosen for this training from hundreds of applicants whom American Airlines officials interviewed throughout the United States and in Mexico.

Two of the instructors, John R. Snyder and Irwin A. Williams, have "been through the mill" as instructors having taught in the operation and reservations schools for the company in New York. Mr. Williams has had considerable experience in the field in addition to being a commercial pilot. Albert J. Pereira, who teaches ticketing and passenger service procedures, is an accomplished linguist.

The student body is a fascinating cross-section of our sister Republic to the south. The youngest student is just twenty-one, and the eldest, who is forty-two, humorously declared that he learned English by corresponding with Benjamin Franklin. Most of them have lived in the States and have had some business experience here. A number of them have had previous airline experience.

Their collective backgrounds cover considerable range. Among them is a man who once owned his own airline. Another "flunked" out of medical school. Still another has been a newspaper reporter, an employee of the Mexican government, a tourist guide and a hotel manager, and one of them studied for the priesthood, but became a newspaper-

(Continued on Page 30)

Down LATIN AMERICA Way

Below: Argentina's famed and colorful gauchos, the cowboys of that country's vast pampas, entertain an American tourist. At the gaucho's waist are his "bolos," a weapon which, when thrown, snares its game in its whirling coils.

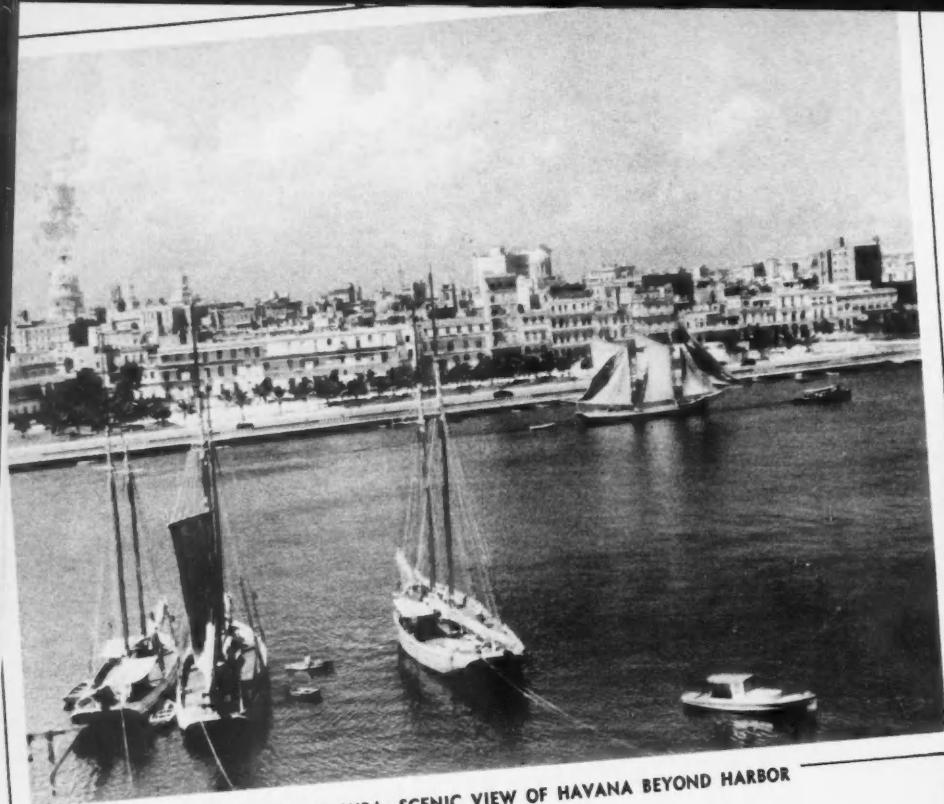


Above: Haiti, haunt of buccaneers and freebooters in olden days, is a land of historical glamor which includes Citadelle Laferrière of the Black Emperor Christophe.

Lithographed by ROBERT WILMANS

Below: Panama has long been important, because of the Canal, in the economy of the United States. Pictured is the lush, tropical Santa Ana Plaza, in Panama City.





CUBA: SCENIC VIEW OF HAVANA BEYOND HARBOR



URUGUAY: POCITOS BEACH AT MONTEVIDEO



PARAGUAY: PALMS IN SALADO RIVER



Typical beasts of burden for the lofty Andes of America. These are pictured inside village.

Billy WILMANS

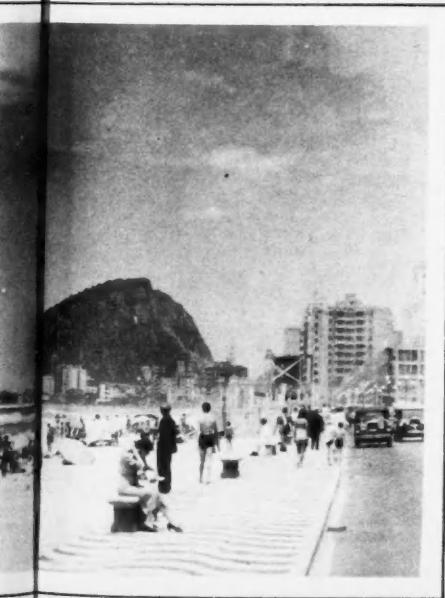


Brazil's Copacabana, at Rio de Janeiro, the world of the finest beaches and resorts in Hemisphere seen.



The fluffy Andes are the llamas of South America; picture taken inside village of Peru.

Lillian WILMANS

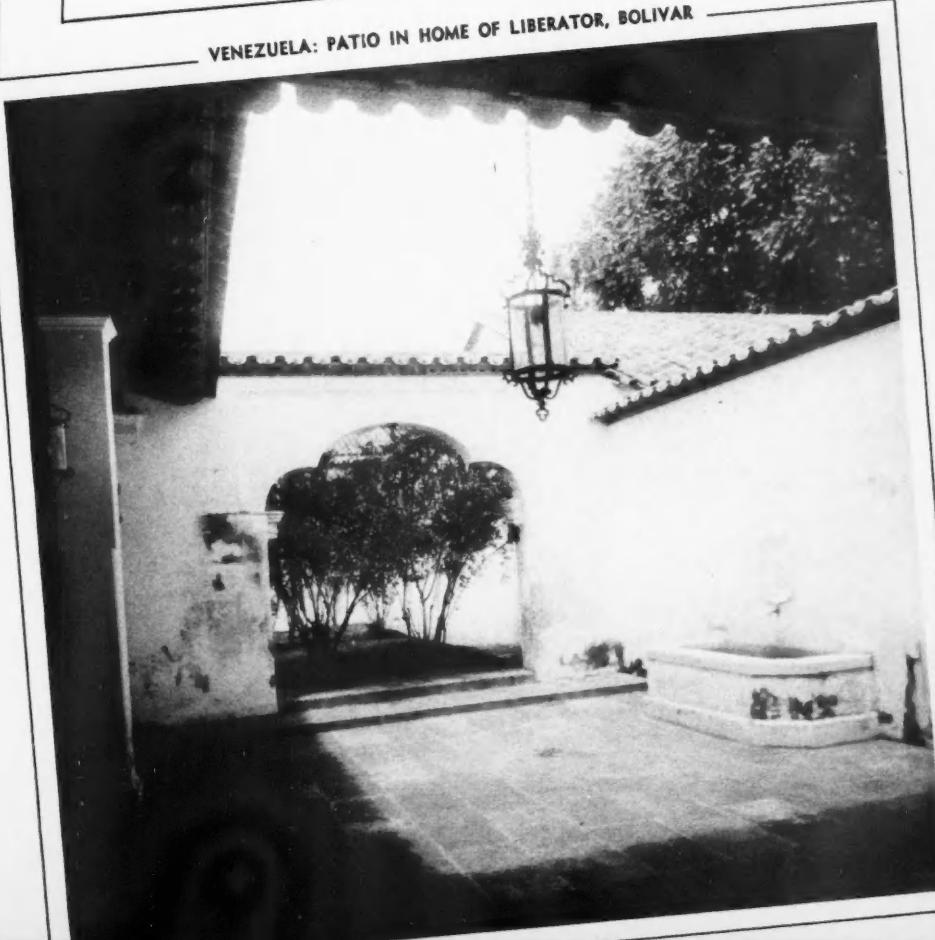


Rio de Janeiro the world over to travelers as one of the great ports in the Hemisphere. Part of busy Rio is shown here.



ECUADOR: SELECTING STRAW HATS FOR EXPORT

Photographs on these four pages reproduced through courtesy of Pan American Airways for Argentina, Brazil, Cuba, Peru; others, Pan American Union.



VENEZUELA: PATIO IN HOME OF LIBERATOR, BOLIVAR

Varied, Exotic Are Nations To South



Costa Rica is a tourist's paradise, charming and beautiful. Pictured is a Costa Rican girl selling bananas.

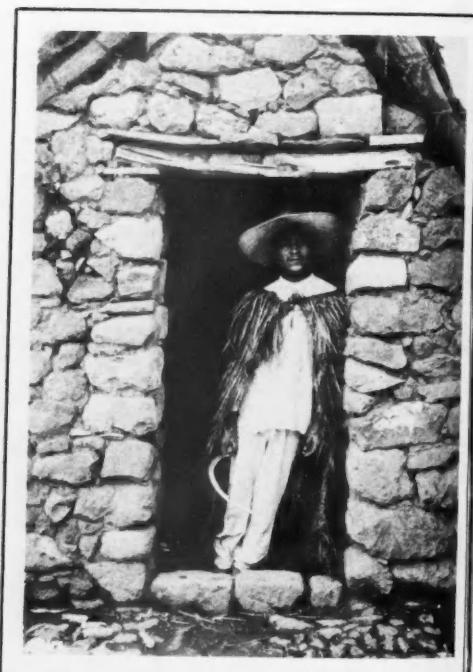


One of the wonders of South America is Lake Titicaca, high in Bolivia's Andes. The lake, shown here with several "balsas," or native boats, is 12,545 feet above sea level.

Lithographed by ROBERT WILMANS



Chile formed part of the old Inca Empire, and these Araucanian Indian girls, shown in native dress, descended from the peoples of that early civilization. Note highly ornate decoration.



Mexico, now a mecca for American tourists, is a land of strong contrasts. Here, a native Indian wears home-made raincoat in door of his hut.

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DALLA

NAA Furnishes Planes For Latin Neighbors

All-Purpose Trainer of Texas Plant Being Used by
Several Countries to South; Sinks Sub Off Mexico

CAUTIOUSLY the submarine rose from its hiding place beneath the surface of the calm sea. The conning tower appeared alone above the water momentarily—then the rest of the undersea craft became visible.

From high above, the keen-eyed flier in the trim monoplane watched as the submarine grew from a grayish speck to a dark daub on the water's blue surface. Then he swung his plane downward toward the unsuspecting craft.

A small bomb hurtled from the plane. There was a blast, a fountain of water which obscured the undersea vessel. As the plane sped back along its path, and neared the spot where the sub had been, the oblong dark shadow was gone, but over the sea's surface spread a glistening film of oil. Another bomb plummeted into the midst of the spreading black spot. Then the pilot circled several times and, apparently satisfied, turned back to the nearby coast.

It was early in July, off Tampico, Mexico, that this Axis undersea marauder, one of the "wolf pack" which had been preying on allied shipping in the

Gulf of Mexico and the Caribbean Sea, was believed to have been sent to the bottom by a well-aimed bomb.

The trim monoplane from which the sub was sighted and sunk was a combat trainer, one of the AT-6 series manufactured at the Texas plant of North American Aviation, Inc., a number of which are now in service in the Mexican Air Force, as well as in the air services of other Latin American countries.

Substituting as a bomber is nothing unusual for the speedy, sturdy North American training plane, however. Its versatility is known and praised wherever there are United Nations pilots—for thousands upon thousands of these pilots received their advanced training in an AT-6 or its "sister" navy ship, the SNJ-4. "Cousins" of the AT-6 are in use by Great Britain, where they are known

as "Harvards," and in Australia, where they are called "Wirraways."

But it is the "good neighbors" of Latin-America who are finding the versatile AT-6 can be used for almost anything, from training pilots for combat duty to blasting a sneaking Axis sub.

Mexico is using the AT-6 as a coastal patrol plane, where it sometimes sees actual combat, as did the plane off Tampico. Several other Latin-American countries are also using these planes along the same lines.

Fliers of many other Latin-American nations have seen service in the AT-6 during their advanced training.

The AT-6 combat trainer is flown by every U. S. fighter pilot, every single-engine bomber pilot, and many two-engine bomber pilots during their advanced training for the Army Air Forces.

Co-operation between the United States and Latin America is graphically depicted in this picture of planes poised on the flight ramp of the North American Aviation, Inc., plant before delivery to South America. Identity of the countries to which the planes belong is as follows: Back row, left to right: U. S. Army, Ecuador, Peru and Chile. Front row, left to right: U. S. Navy, Colombia, Venezuela and Brazil



U. S. May Buy and Store Brazil's Surplus Coffee

The United States will buy surplus coffee and cocoa from Brazil and store it as a post-war food stock pile, it appeared last month as the United States government considered plans for aiding the South American country's economy.

Reports out of Washington say that an agreement already has been negotiated and that announcement of its details is expected soon.

In the program, it is understood, the commodities would be purchased immediately and would be stored in Brazil until needed by this country, either for use in the United States, or other points throughout the world.

Such a program, it is said in Washington, would help to stabilize Brazilian economy at a time when the war has restricted that country's export business.



DR. ELIE LESCOT
President of Haiti



RAFAEL L. TRUJILLO
President, Dominican Republic

Your Just Share— Give It to Community-War Chest

By J. B. Adoue, Jr.

President, Dallas Community War Chest

OUT of the constantly rising multiplicity of appeals for war relief and war service agencies, an harassed public, which recognizes its responsibility to some of these appeals but at the same time is conscious of the need for preserving our home health and welfare organizations at peak strength, has evolved the War Chest idea as the only sensible means of solving a problem which was mounting to amazing proportions.

There are some 750 different fund-raising ventures for war relief licensed by our state department, every one of which is conducting an appeal for funds in our nation and any one of which could have come into our own city with its appeal.

That is, any one could have up until three months ago when the Citizens' Council, the Chamber of Commerce and the Community Chest recognized that our own agencies here at home faced serious threats to their operation if outside appeals were permitted to campaign for funds in Dallas without regulation.

Thus, the War Chest has been organized as the over-all, all-out fund-raising organization which will support not only these home needs of agencies which have heretofore participated in the Community Chest but also will meet Dallas' responsibility to these other appeals.

In the drive which begins October 1, Dallas is being asked to subscribe \$1,100,000 as this city's contribution to the support of fifty-two agencies.



MR. ADOUE

Besides the thirty-six agencies of the Community Chest, the War Chest includes the Dallas Y. M. C. A. units, the local and national USO and a dozen war relief and war service agencies such as British Relief, Greek Relief, Russian Relief, China Relief and the Y. M. C. A. War Prisoners' Aid.

The War Chest brings to the people of Dallas the guarantee, backed by the business and professional leaders of the city who were in on its beginning, who sat in the hearings to determine the allotment which should be given to each of the fifty-two appeals and who now compose the campaign leadership and the War Chest Executive Council, that the \$1,100,000 goal of the campaign is enough, but not too much, to take care of the hospitals, clinics, orphanages and other agencies at home and also to provide recreation for our fighting men and send food, clothing and medical supplies to the civilians of our ally nations who have felt more strongly than we the weight of the aggressor's heel.

Your one gift to the War Chest will accomplish all of these purposes and you will not be called on again to make a contribution. With fifty-two agencies participating in the War Chest, your gift to the single, united chest campaign will do more than it ever has before and you are asked to remember this and make your gift what it ought to be in proportion to all other givers; that is: What is your just part?

Remember—we PAY taxes; we INVEST in war bonds and stamps, but we GIVE to our own and to our allies through the War Chest as a demonstration that in America men are free and we want to keep them so.

WAR CHEST CAMPAIGN TO RAISE \$1,100,000

ANNUAL APPEAL TAKES ON INTERNATIONAL ASPECT AS ALLIES FIGHT AXIS

ACROSS the City of Dallas and into every corner of Dallas County a clarion call to arms is being sounded for every soldier of the home front to rally behind the War Chest campaign, push the drive over the top of its \$1,100,000 goal and prove to the axis that democracy does work and to our men in uniform that we are keeping safe the things they are fighting for.

Already, this call to arms is being answered. We have enlisted leaders to man the campaign who have the confidence and respect of their fellow citizens. The campaign organization is being perfected on down into the ranks and there is every indication that far more than the 4,000 volunteers who put the Chest over last year will serve in the campaign starting October 1.

Not only is the \$1,100,000 goal the largest ever sought in a united campaign in Dallas, but it represents the most important services Dallas has ever been called on to support. Included in the fifty-two agencies which will share in the War Chest fund are thirty-seven local health and welfare agencies which are on the front line every day battling to keep the home front strong, the USO whose units in Dallas and 700 other places in the nation provide necessary recreation for our men in uniform, and thirteen war relief and war service appeals which will bolster the health, strength and morale of our civilian allies who have felt the dictator's heel more strongly than we.

On every side, there is ample indication that not only Dallas but also Dallas County is united in determination to put over this campaign. Karl Hoblizelle and I, co-chairmen of the campaign, have enlisted division leaders who have given long service to Dallas and to the Chest.



MR. MacGREGOR

By George L. MacGregor
Co-Chairman, War Chest Campaign

At the head of the Women's Division are two women who are recognized leaders in women's circles in Dallas. They are Mrs. John M. Hanna, who chairmaned last year's women's division, and Mrs. A. W. Cullum.

Directing the other four divisions are four Dallas bank presidents. Big Gifts chairman is Nathan Adams, president of the First National Bank; Chairman of Special Gifts is R. L. Thornton, president of Mercantile National Bank. Directing Employee Solicitation is Fred F. Florence, president of Republic National Bank. The County Division chairman is Joe Lawther, president of Liberty State Bank.

Mr. Adams, incidentally, is chairman of the Executive Council of the War Chest.

Another important campaign activity is the Speaking Mission for the War Chest, whose executive committee is headed by E. Gordon Perry. Mr. Perry has enlisted more than 100 of Dallas' best speakers to make the more than 500 speeches which are being booked before all types of organizations, churches and large employee groups. Of prime importance to the success of the campaign is the work of the Publicity Committee, with Will C. Grant as its chairman.

The Community Chest was the first to turn over to the War Chest its thirty-six health and welfare agencies. The USO was added with its local and national programs. The Y. M. C. A. voted to come into the united effort and the War Chest council selected thirteen war relief and war service agencies out of

(Continued on Page 29)

Nine flags flying atop War Chest headquarters tell the story of the united campaign. The United States flag represents the forty-four local and war service appeals, while the other eight represent the nations whose civilians will be aided by the war relief appeals in the Chest. Here, Executive Secretary Fred M. Lange, left, and Lynn Crossley, director in charge of the Junior Chamber of Commerce flag flying campaign, prepare to raise the most recent addition to the foreign flags, the banner of Free France

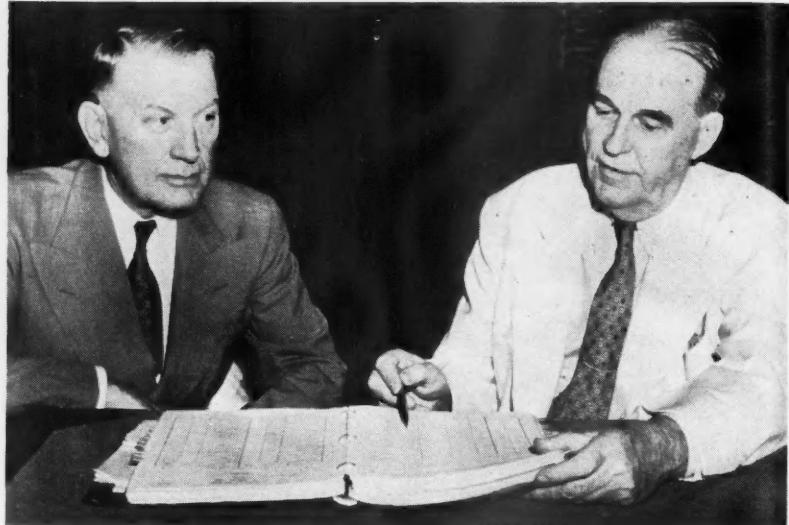


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WAR CHEST LEADERS PLAN AID FOR MANY RELIEF ACTIVITIES



Above: These are just a few of the hundreds of thousands of war refugees in China who will be aided through the China Relief fund included in the War Chest. Such as these are the civilians of other United Nations who will be aided through the relief appeals answered through the War Chest



Above: Guiding a group of 20 other Dallas business and professional leaders through the long weeks of budget preparation for the local health and welfare agencies supported through the War Chest were C. F. O'Donnell, budget chairman, right, and D. A. Little, vice chairman



Below: Building young bodies is one of the prime objectives in the character-building and leisure-time program of the Dallas YMCA units. Here, a group of boys in the gymnasium class line up to receive their awards for physical development



Below: A man may be down, but he's never out in Dallas, for the Salvation Army always is ready to extend a helping hand to those who need help, just as a number of other War Chest agencies are prepared to give temporary assistance to those in need



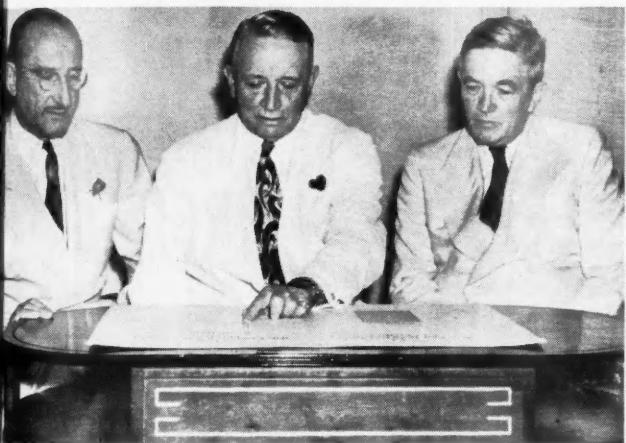
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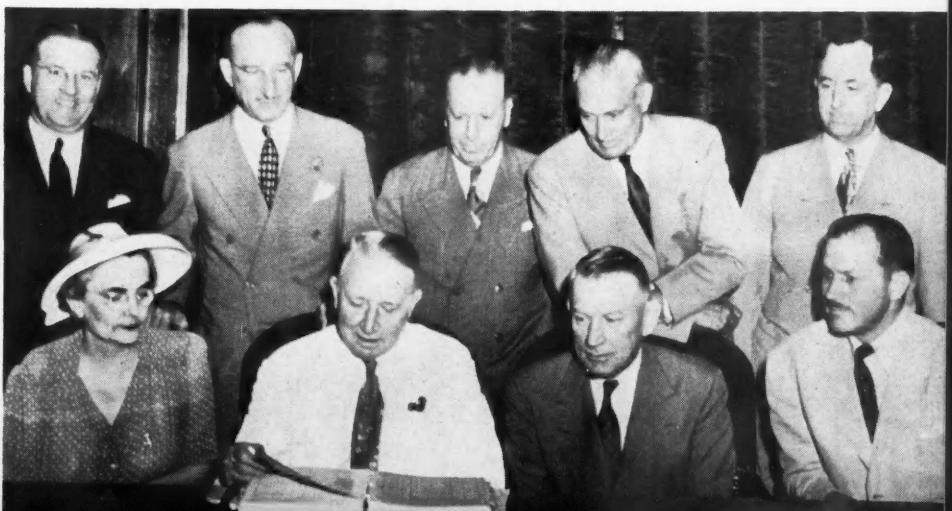
Right: This is not a special scene at the Baker Cave USO Club, but is typical of the groups which gather nightly at this recreation center for service men. It is typical, too, of the 700 other USO clubs scattered across the nation which, with the local units, will be supported in Dallas through the War Chest.



Below: Field generals for the War Chest campaign are these presidents of the three largest banks in Dallas. Left to right are Fred F. Florence, Republic National Bank, Employee Solicitation division chairman; Nathan Adams, First National Bank, Big Gift chairman, and R. L. Thornton, Mercantile National Bank, Special Gift chairman



Above: Master planners of War Chest campaign strategy are these three men—left to right, Executive Secretary Fred M. Lange, Campaign Co-Chairman George L. MacGregor and Campaign Co-Chairman Karl Hoblitzelle



Right: Representing every business, professional, religious and club group in Dallas is the War Chest Executive Council pictured here. Seated, left to right, are Mrs. J. C. Vanderwoude, Chairman Nathan Adams, Vice Chairmen D. A. Little and George L. MacGregor; standing are Executive Secretary Fred M. Lange, Fred F. Florence, Hugo Schoellkopf, J. B. Adoue, Jr., and Paul Carrington. Absent when this picture was taken were Karl Hoblitzelle, Mayor Woodall Rodgers, D. A. Hulcy, A. H. Bailey and E. P. Simmons

FIFTY-TWO AGENCIES UNITED IN WAR CHEST APPEAL

The following list gives the titles and functions of each of the fifty-two welfare and war service organizations which will derive operating funds from Dallas' 1942 War Chest Campaign.

The group includes thirty-seven local health and welfare agencies and thirteen war relief and war service agencies.

I. WAR RELIEF AGENCIES

American Friends of Czechoslovakia—To assist Czech refugees not only in United States, but also in France, Portugal and Great Britain.

British War Relief Society—To maintain hospitals, mobile kitchens, ambulances and supply clothing for victims of air raids.

Free French Relief Committee—To provide medical supplies and equipment to Free French in Africa and recreation for French sailors in U. S. ports.

Greek War Relief Association—To furnish medical aid and general relief, particularly food, to destitute Greeks; also to aid Greek refugees.

Paderewski Fund (Hospital)—To maintain hospital in Scotland for medical training of Poles to be sent to Poland.

Polish American Council—To aid Polish prisoners held by Germany, exiles in Russia, refugees in the United States and internees in Switzerland.

Queen Wilhemina Fund (Dutch)—To send medical aid, food and clothing to Dutch refugees and stranded citizens.

Russian War Relief—To purchase medical supplies, clothing and food to be sent to Russia for the aid of evacuees from conquered areas.

United China Relief Society—To supply food and medical equipment to alleviate suffering in China after five years of warfare.

Y. M. C. A. War Prisoners' Aid—To provide recreation, education and craft training for 4,000,000 men of the "Barbed Wire Legion."

II. WAR SERVICE AGENCIES

Boy Scout Emergency Fund—To provide leadership in areas where available manpower is unable to meet war demands.

USO, Local Units—To support the recreation and information centers of the five local USO units.

USO, National Program—To support the 700 USO clubs scattered across our nation and in foreign lands where American forces are stationed.

Wartime Entertainment Committee—To sponsor presentation of all-soldier shows to raise funds for Army Emergency Relief.

Y. W. C. A. War Work Fund—To help Y. W. C. A. organizations in Britain and China and strengthen programs in defense areas in the United States.

III. HOME, HEALTH AND WELFARE AGENCIES

Boy Scouts—Promotes character building and citizenship training program in cooperation with churches and other institutions.

Bradford Hospital for Babies—Hospital care for babies under two years of age.

Central Offices of Catholic Charities—Assists in control and coordination of disbursements of Catholic agencies.

Catholic Women's League—Provides emergency relief for families and maintains home for business girls.

Children's Bureau—Maintains foster home program for children of broken homes or whose parents are unable to give them proper care.

Children's Hospital of Texas—Hospital care for children from two to 14 years of age; serves as teaching center for medical students.

Children's Recreation Camp—Summer camp for healthy children who need vacation for improvement in happiness, health and citizenship.

Confederate Cemetery—Upkeep of burial plots for Confederate veterans.

Council of Social Agencies—Coordinates and improves welfare services; maintains Research Bureau and Social Service Exchange.

Dallas Big Brothers—Guidance for teen-age boys who lack fatherly leadership in their own homes; operates summer camp.

Dallas Camp Fire Girls—Educational and creative leisure time program for girls to develop responsible citizens.

Dallas Child Guidance Clinic—Studies and treats behavior problems and maladjustments of children.

Dallas Day Nurseries—Give nursery education and day care for children of working mothers.

Dallas Girl Scouts—Leisure time and character building program for girls, emphasizing outdoor life.

Dallas League for the Hard of Hearing—Promotes companionship, service and recreation for hard of hearing; teaches art of lip reading.

Dallas Needy Children's Lunch Board—Provides wholesome, nutritious lunches for school children who are unable to do so themselves.

Dallas Tuberculosis Association—Discovery and prevention of tuberculosis through clinics and nursing service; summer camp for underweight children.

Dallas Visiting Nurse Association—Bedside nursing care under direction of physicians to persons unable to pay for private nurses.

Dr. John H. Dean Memorial Home—Temporary care for children while plans for future are being worked out.

Dunne Memorial Home for Boys—Home and school for boys of all faiths between ages of six and 14.

Family Bureau—Counseling service and temporary financial assistance in family and personal problems.

Goodwill Industries—Employs aged and handicapped, giving instruction in new trades; operates store where reconditioned articles are sold at low prices.

Hope Cottage—Cares for abandoned and neglected babies while formulating permanent plans; service includes placement in adoptive homes.

Infant Welfare Association—Six clinics keep well babies well through six clinics and follow-up nursing services.

Jewish Welfare Federation—Covers general range of social and welfare services for Jewish community, but also renders service to all groups.

Lighthouse for the Blind—Endeavors to prevent blindness and save sight; rehabilitates adult blind by finding or furnishing employment.

Marillac Clinic and Social Center—Child welfare, free lunches to school children and community social center in Mexican colony.

Mt. St. Michael Home and School—Home and school for girls of all faiths from 14 to 18 years of age.

Richmond-Freeman Memorial Clinic—Charity pediatric clinic, diagnosis and treatment and prevention of diseases among children up to 15 years of age.

St. Joseph's Home for Girls—Institutional care for dependent or homeless girls between the ages of five and 18.

Salvation Army—Gives meals and lodging to transient men and women; neighborhood center; prisoners' aid; mother-child camp; day nursery school.

Sterling Price Camp—Supplementation of pensions to needy veterans.

Toy Loan Association—Acquires toys, craft supplies and athletic equipment to lend and circulate to children without charge.

Veteran's Service Bureau—Renders aid, advice and assistance to ex-service men from all wars and their families.

West Dallas Social Center—Provides health, recreational and educational program to residents of West Dallas area.

Y. M. C. A.—Provides recreational and character-building program, with present emphasis on assistance to service men, through downtown headquarters and two branches.

Y. W. C. A.—Service organization offering education and recreation program to give young women opportunities and guidance.

War Chest Campaign To Raise \$1,100,000

(Continued from Page 25)

thirty which had requested funds, as worthy of support in Dallas and these were added to the War Chest family.

The goal of the campaign is no haphazard sum. It has been set only after long study and careful analysis of the needs of the fifty-two appeals which will be met through the War Chest.

It means that Dallas givers stand assured that when they make their gift to the War Chest this fall they have done their share in supporting fifty-two appeals and that there will be no further calls for funds this year from any of these agencies or for war relief purposes.

The \$1,100,000 goal can be broken down in the following manner:

War relief and war service, \$162,800.

USO—National and local work, \$158,134.

Care of children, \$133,416.

Services to families and individuals in need, \$200,089.

Character-building and recreational activities, \$194,363.

Hospital and clinic services, \$92,694.

Other health services, \$48,700.

War Chest campaign, \$35,000.

Losses from deaths, changes in employment and removal from city and repayment of loans made to pay agency allotments in past years \$74,800.

The cost of the War Chest office, for administration, collection and disbursing these funds, has been allotted on a pro rata basis to these items. However, it is only a small part of the goal, amounting to only 2.5 per cent.

This low administration cost is made possible largely through the Community Chest turning over to the War Chest its complete office staff for the duration. Executive secretary of the Community Chest and now of the War Chest is Fred M. Lange, who before coming to the Chest in 1941 was public relations secretary for the Chamber of Commerce.

Dedication Set For Little Mexico Village

(Continued from Page 15)

operation of the Dallas Housing Authority and the city administration and our feeling of good will and interest in the welfare of that part of our people who will enjoy use of this project," the mayor said.



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Knowledge of Spanish Increases in Value

(Continued from Page 12)

vanced by representatives of the Mexican government in Dallas who, for years, have stressed the need for the study and use of Spanish. Among other organizations, the Dallas and North Texas Foreign Trade Club preached this need with undiminished zeal. It has been the topic for essays, conferences and talks too numerous to name.

Realization of this need is evident at present by the daily increasing number of inquiries, predominantly from business men in Dallas and neighboring communities, about the means of learning the language.

There is one glaring drawback in connection with these inquiries. A majority of the prospective students demand to be taught by a "short, quick method. No grammar, no verbs, just conversation."

There is no short quick method for teaching and learning Spanish. Unless the student lives, associates and converses frequently with Spanish-speaking persons, it is unwise for him to endeavor to begin by conversation.

The old tried and true method of constant study and practice, following

instructions to the letter, is today the one effective method. The thirty-phonograph record courses, the "Spanish in Twenty Lessons" pamphlets, the "Miss Unique-Charming Matinee Performances" offered under the guise of Spanish lessons, the Spanish luncheon clubs and the other so-called methods invented by the opportunists in answer to the pressing quest of the moment for any easy way of learning Spanish, these may be profitably used as helpful hints, and the truly interested student who has tried one or all of them will in the end decide to apply himself to study in the proper manner.

All told, any English-speaking person can learn Spanish for all purposes. It is patriotic and economically and socially fashionable to know this language.

Dallas and Mexican

Grid Teams to Play

(Continued from Page 14)

personally sponsoring that contest.

Other international sports events which have stimulated the interest of teams and fans in our two countries were the appearances here last winter of two championship girls' basketball teams.

The Polytechnical Institute's sextet, on a tour through a large part of the United States, defeated Dallas' independent champions, the Hornets, in a well-attended game here last January 6. The squad of pretty señoritas also presented a good-will program in costume.

A few days later, the Pinas, an all-star high school girls' team sponsored by Mrs. Avila Camacho, defeated the sextet of the Amalgamated Clothing Workers, but the following day lost to the Hornets. The Pinas avenged their defeat, however, in a return match two days later, beating the Hornets 16-11.

Dallas Becomes Hub Of Mexico Air Route

(Continued from Page 18)

man. The oldest man in the group has admitted that the "sweetest job" he ever had was working for a sugar company in Mexico City.

Operated in close cooperation with the war efforts of the two nations, the new skyway will be but another tie between the United States and the Republic of Mexico, two nations whose conception of the way of life for free peoples is identical.

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Mighty Highway to Link Alaska and Cape Horn

(Continued from Page 13)

east-west route leading to Winnipeg, thence southward in an almost straight line on the map to Dallas, thence crossing into Mexico at Laredo, and then passing through Mexico, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica and Panama to reach South America.

The Pan-American Highway already is an all-weather road extending from points far beyond Winnipeg to below Mexico City. However, linking it at either extreme into an Alaska-to-South America route is considerably more of an undertaking than the mere completion of unfinished sections. Although Canada has excellent highways throughout the southern and central areas of the Dominion, paved or graveled roads become few and far between in northern and northwestern Canada, and even dirt roads, impassable in bad weather, turn to trails beyond in the rugged wilderness which continues throughout most of Alaska. Similarly difficult problems exist in Central America where the jungle and mountains offer barriers.

But once these pioneer, or emergency, roads have been completed, only a few years are expected to elapse before they are converted into all-weather highways.

U. S. Army Engineers are already at work on the Alaskan road, and construction of the links in Central America has been started or will be in a few weeks. Congress authorized last December the expenditure of \$20,000,000 for completion of the permanent highway in Central America and the new emergency construction is due to be a preliminary to ultimate laying of an all-weather, all-purpose highway through these countries.

Pan-American Show

(Continued from Page 11)

the educational exhibits, including those of the Latin American countries. On several occasions, also, groups of students from Mexico visited the exposition.

Several years have passed and many world-shaking events have occurred since Dallas presented its "Pan America on Parade." But the influence of that exposition, viewed in the light of what is occurring on world battlefronts today, goes on. The unity which now characterizes our Western Hemisphere may be traced, in no small measure, to that 142-day gesture of goodwill to our friends of Pan-America.

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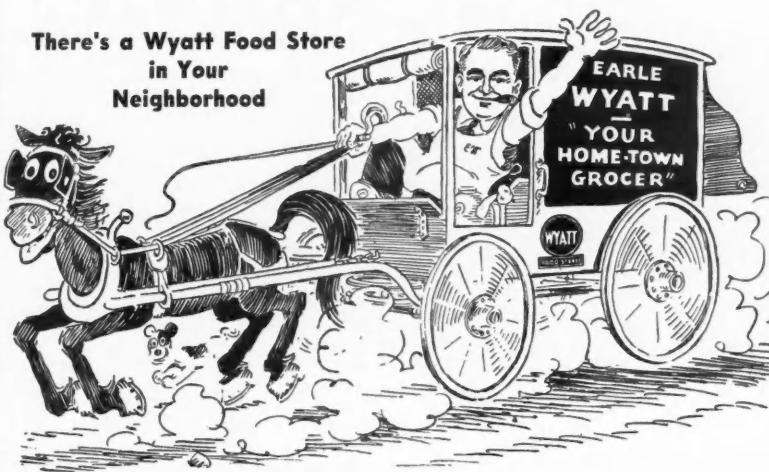
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Dallas Consular Corps Promotes Pan America

(Continued from Page 16)

Guatemala, is carrying on in the absence of his brother, Robert Burgher, who is in Argentina. Other members of the corps who are still furthering the interest of the countries they represent are Joaquin Figueras, consul for Costa Rica, and Joaquin Elizondo, vice consul for Nicaragua. Assistants in the Mexican consulate are Emilio Rodriguez and Raul Serrato Chavez, while the Argentina consul has for an assistant Reynaldo Marcado.

Since the consuls work closely with the U. S. Customs Office, the Immigration Service and the United States Department of Commerce, principal Dallas officials of these Federal organizations generally attend consular functions.

Latin America Offers Delights for Tourists

(Continued from Page 10)

tourist as the nations in Europe.

Let us hit a few of the high points that we in Texas might find in visiting some of our Latin neighbors. We could drive our auto, take an air-conditioned train, or fly to Mexico City. You can still even hire private autos to drive you

from Laredo to Mexico. The trip by air is a little over six hours, or by auto on a paved super highway, is only two days from Laredo. En route we would visit Monterrey, the Pittsburgh of Mexico; Victoria, the gateway to the mountain region, then, over beautiful mountain ranges to Mexico City.

It is unnecessary to dwell upon the charm and beauty of Mexico City with its Floating Gardens, National Palace, National Cathedral, or the nearby Pyramids of Teotihuacan. A visit to this capital will never be forgotten.

While at the present time the only way we might visit the rest of our Latin neighbors is by air, still it is the quickest and probably the most restful means of transportation. Have you ever considered visiting Guatemala and spending a few days in Guatemala City, the Denver of Central America, so called because its elevation is also a mile high?

With only short hops, we might visit Barranquilla, Caracas, Trinidad, Lima and Quito—fascinating places and fascinating people, but how few of us have been there!

Of course, the glamour of Rio de Janeiro and Buenos Aires has its own meaning to each of us. The Conga and the Rhumba are about the closest that

many of us have had any direct absorption of the tempo of these energetic and modern cities. Santos, Montevideo and Sao Paulo are as important in their nation's economy as Philadelphia, St. Louis and San Francisco are to us. How little we know about them!

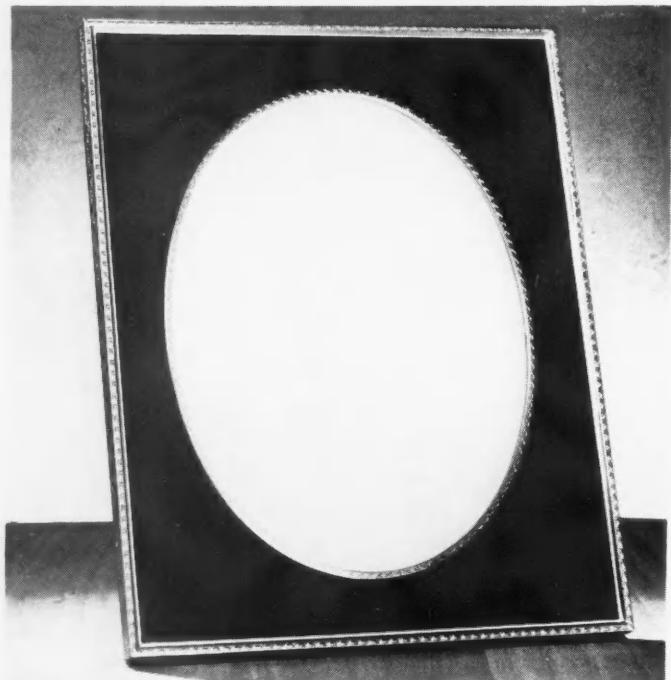
It is a small wonder that we in America, by our lack of information about our good neighbors to the south should, likewise, find that citizens of these Latin republics know very little of America, also. We have much to offer them both in trade and travel. Our many schools and universities could gain much by publicizing their educational facilities, and trade schools have much to offer the young students of these progressive nations. Facilities of travel are now more available for them to visit America, and we should take advantage as soon as possible to publicize the fact that we in America have a hearty welcome for them.

In the not too distant future, your children will probably be as familiar with Guadalajara, Guayaquil, Caracas and Sao Paulo as they are with Denver, Portland and Springfield. When this has come to pass—and it is only possible with the interchange of trade and travel between the nations—then, truly, we will be good neighbors.

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Latin America Offers Opportunity for Dallas

(Continued from Page 7)

more essential in international trade, where the economies of nations are involved. Therefore, if we would sell, we must also buy.

These are the principal factors of reciprocal trade with Latin America. There are many others, and all have their complications. But the rewards always have gone to those who were willing to overcome obstacles, and in this neither Dallas nor the United States has ever been found wanting.

The conclusion of the war should mark the beginning of a great era of development for Latin America—an era in which Dallas should prepare now to have a full share.

Accelerated industrialization of Dallas as a result of the war effort should have far-reaching influence, not only in maintaining and expanding our present domestic market, but also in promoting, after the war, our trade with Latin America.

Many new factories have come to Dallas in the past year and a half, and most of these are now engaged in production of implements of war or goods whose use is essential to prosecution of the war. When peace returns, these factories must be retained for Dallas and converted to the production of peacetime goods for ourselves and for Latin America.

Factories long established in Dallas, by converting to war production, have learned the arts of mass output and have acquired the genius of versatility. They, too, should be able to manufacture peacetime products which they never produced before, and which Latin America can use.

Our airplane factories should be encouraged to consider the possibilities in connection with production of air freighters which, after there is no further need for warplanes, undoubtedly will play a role in transportation on a scale as great as did the railroad train and the automobile in their days. With such a basis as our present aviation industry, why shouldn't we supply our Latin American neighbors with Dallas-made products by means of huge, fast Dallas-made cargo-planes? It sounds fantastic, perhaps; but not as fantastic as did the idea of the "horseless carriage" to many who still are living today.

Perhaps we shall even see a navigable Trinity River whose laden barges will shuttle back and forth, between Dallas

and deep water, with the goods of two continents.

Our potential trade with Latin America is limited only by the bounds of our will to increase it.

It has been estimated by qualified authorities that Dallas sent \$50,000,000 worth of goods, including some cotton, into export during the year preceding involvement of the United States in the war. If Dallas takes advantage of its opportunities, it can do this much export business with Latin America alone. Today Dallas has 1,000 manufacturing plants, producing a great variety of goods which are needed by Latin America and which, if properly marketed,

will be bought in steadily increasing quantities by the peoples of Latin America.

Exports from Dallas to Latin America have been almost entirely manufactured articles. Our imports from those countries have been preponderantly raw materials. This trend is destined to continue.

This is reciprocal trade—the kind of trade with which two or more countries can help each other to attain the ultimates of civilization and national well-being. It is the kind of trade in which Dallas must participate and seek to increase, for her own welfare and for the benefit of mankind.



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FOR improved health, for varied recreation, for care-free rest in the beautiful Ozark Mountains, come to Hot Springs National Park. The healing waters of this world-famous Spa were set aside as a U. S. Government reservation over a century ago—thousands of our guests have benefited from their unique radio-active qualities in treatment of malaria, muscle, circulatory and chronic disorders. At the Eastman, too, you may enjoy every form of sport amid ideal surroundings—including two magnificent lakes. Set like a gem in its own park in the center of the city, the Eastman offers every type of accommodation, at reasonable rates.

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Information Clerk Leaves For Alaska

Miss Jessica Lancaster who, during ten years of service with the Dallas Chamber of Commerce, had given highway information to thousands of tourists and visitors, has become a civilian employee of the U. S. Army Engineers in Alaska.

Miss Lancaster resigned her position as Highway Information clerk with the Chamber after receiving notification from the Army Engineers that her application for Alaskan service had been accepted.

Miss Lancaster proceeded to Seattle, Wash., from where she sailed for the U. S. possession. She will be stationed at Anchorage, where she will do stenographic and other office work for the Army Engineers.

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The demands upon the Chamber during the last year and a half have increased many-fold, which is natural under war conditions. Not only have the routine operations increased, but the location of many Government agencies, such as the W.P.B., O.P.A. and others in Dallas have added responsibilities to our work, since it is necessary for the Chamber to be more or less a liaison organization between the business men and these government agencies.

In addition, we have to develop and provide much information required by both the Army and the Navy in their expansion in this area and the same applies to our activities in the promotion of and contact with new large defense industries located here.

With reference to routine activities, it may be interesting to our membership to know that our switchboard records show that we are averaging over 700 telephone calls, inbound and outbound, a day, and our mailing department records show that we are averaging better than 1,000 pieces of mail, inbound and outbound, a day. The General Information Department records indicate calls on it for service of approximately ten visitors from out of the city each day and over forty mail inquiries. Telephone calls in this department average around 300.

So far we have been able to meet this increased demand upon our services without any increase in operating expense. J. BEN CRITZ, Vice President and General Manager.

U. S. to Help Mexico Develop Rubber Farms

In an effort to develop sources of raw rubber in the Western Hemisphere, the United States late in July reached an agreement with Mexico whereby five 750-acre demonstration plantations would be established in tropical Mexico.

For this program the United States is furnishing Mexico with technicians and a grant amounting to \$890,000.

Marte R. Gomez, Mexican Agricultural Minister, has estimated that already available for planting are nearly a million test seeds, 25,000 grafted stumps and 250,000 shrubs of several varieties of rubber plant.

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Jesuits to Open High School In Dallas on September 14

JESUIT High School, 3812 Oak Lawn Avenue, will enter the field of secondary education in the city of Dallas with the opening of the current school year on September 14. It will be under the direction of the Jesuit Fathers who are engaged extensively in educational work throughout the country and are known locally through such institutions as Boston College, Fordham and Georgetown, or some of the other thirty-seven high schools and twenty-four colleges and universities which they conduct. In announcing the opening of the new school some time back, Bishop Joseph P. Lynch characterized it as an extension of the Catholic educational facilities of the city of Dallas.

The new school occupies the grounds and building formerly used by the old University of Dallas. Extensive remodelling and installation of equipment during the past few months have provided a physical plant with all of the facilities needed in a modern high school. Twelve classrooms give ample capacity for 300 students. In addition to these are lecture rooms and laboratories for chemistry, physics and general science, a cafeteria, assembly hall, students' chapel, and gymnasium. The outdoor playground comprises a football field, tennis courts, handball alleys and volley ball courts.

Jesuit education is based on a traditional system that has been developed through the years since the founding of the Jesuit Order in 1534 and has been followed by Jesuit institutions throughout the world. Its primary objectives are religious and moral training through religious instruction and subjection to discipline and development of the ability to think correctly and accurately. The training is basically classical, directed toward preparation for work on the college or university level. Jesuit High School has already applied for approval of the state department of education and for membership in the Southern Association of Colleges and Secondary Schools.

Reverend Joseph C. Mulhern, S.J., for the past five years principal of Jesuit High School, New Orleans, one of the largest Jesuit secondary schools in the country, has been assigned to Dallas as rector of the new school. Other members of the staff are: Reverends Austin L. Wagner, James D. Carroll, James Buck-

ley, Hilton Crane, William Reagan, Frederic O'Connor, Michael Kammer, Edward Bergin, Elwood Hecker, John Moran, and Brother Martial Lapeyre, all members of the Society of Jesus.

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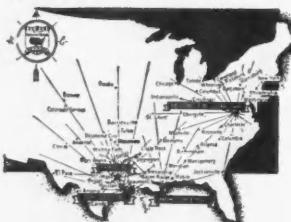
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Mid-Market Buying Season Scheduled Here Sept. 27-29

The Dallas Manufacturers and Wholesalers have just completed their 1942 fall market season, which proved to be the most successful market season ever held in the fall for Dallas.

With the establishment of new association, the Dallas Fashion and Sportswear Center, a barbecue-style show-dance was held in the beautiful Columbian Club the night of July 21 and was attended by over 1,500 buyers and families.

Several favorable comments on this change of entertainment were heard from the buyers, as well as from the participating manufacturers and wholesalers.

Charles A. Moore, president of the Dallas Manufacturers and Wholesalers Association, explained that the buyers this year bought a great deal of merchandise. However, they bought more carefully than they have in the past and spent more time with their buying. The manufacturers and wholesalers were prepared to give the visiting retailers information on their price ceilings and to materially assist them with their problems.

A mid-market buying season will be sponsored September 27, 28 and 29, with a dance to be held in the Crystal Ballroom of the Baker Hotel the night of September 28. This is being held in conjunction with the American Fashion Exhibitors, whose salesmen will open show rooms in the Baker Hotel during this three-day buying period.

BOB BOURDENE, Manager,
Dallas Manufacturers and
Wholesalers Association.

Foreign Trade Group Organized in 1939

(Continued from Page 8)

wear, lingerie, silk hose, millinery, men's hats, men's ties, cosmetics, chemicals, seeds, cheese, airplane tires (before being frozen) airplanes, toys, furniture, sporting goods, electrical appliances, elevators and heavy road machinery.

From the retailers they have purchased lingerie, shoes, fur coats, overcoats, hats, suits, furniture, novelties, toys, sporting goods, glassware.

The personnel of the Dallas-North Texas Foreign Trade Association consists of Bob Bourdene, manager, and Olga Cardenas Leach, secretary.

Highway Group Shows Activity Despite War

During the past few months, even though there have been a great many restrictions on road building materials because of their need in war industries, the Highway Committee has continued to be extremely active especially in developing those highways leading into Dallas that could be used as defense highways.

Because of their successful and continuous efforts a new double highway is under construction on west Jefferson extending out beyond the North American plant to take care of the tremendous traffic caused by the large number of employees at that plant. This highway when completed will also be ample to take care of the thousands of new employees that will be employed in the new bomber plant being built by North American adjoining their present factory.

In addition the committee has been successful in prevailing upon the Federal Bureau of Roads and the State Highway Department to complete the new north Fort Worth Highway which will be a four-lane road connecting Dallas with the new Midway Airport and making the route to West Texas several miles shorter.

The committee is cooperating to the fullest extent with the City and County officials in their efforts to develop Central Boulevard.

The following are members of the Highway Committee:

W. B. Marsh, Chairman; King Dugan, Vice Chairman; Carr P. Collins, Judge W. M. Holland, Joe E. Lawther, H. D. Suddarth, A. B. Moore, Edward T. Moore, T. M. Cullum, R. M. Clift, Vernon Singleton, Oscar Bruce, Neal Mancill, Roy C. Coffee, Col. John J. Simmons, Henry S. Miller, J. Howard Hayden, G. H. Turner, Louis Blaylock, John O. McShan, N. E. Shands, A. R. Davis, J. G. Davis, Tom Jackson, Mark Hannon, Secretary.

Transportation Department Busy with New Regulation

THERE never has been a time in the past when the transportation and traffic problems of the day were so complex as at the present time.

Individual interested shippers have received thousands of communications from this department calling their attention to contemplated changes in the cost of transportation as well as advice as to what disposition was made of same.

Thousands of rates have been quoted by phone and mail, information as to routes furnished also in the same manner. This organization has actively cooperated with rail and truck lines in improving facilities, such as pick-up and delivery service.

The Transportation Department does everything possible to safeguard the city's transportation interests and stands ready at all times to perform services

such as furnishing information as to rates, rules, regulations, terminals, switching charges, custom duties or in assisting firms in the adjustment of freight claims.

The department's activities are supervised by Transportation Committee, which meets once a month and frequently holds special meetings to handle matters that require their immediate attention.—Sam Goodstein, Manager, Transportation Department.



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D A L L A S

VOLUME 21

NUMBER 10

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

GORDON C. BROWN Editor
VELMA BOSWELL Business Manager
ED FLOYD Advertising Manager



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